

Exhibit Number	Title	Previous Reference	Date	Bates Number
	<b>Exhibits From Class Cert Motion</b>			
1	Expert Report of Dr. Robert N. Proctor, PhD.	Exhibit 1 to Motion to Certify Class (DE 280-1)	5/17/2019	N/A
2	Market Share Info	Exhibit 2 to Motion to Certify Class (DE 280-2)	No date	SF_MDL00714547
3	2014 - Strategic Plan for NAS Background	Exhibit 3 to Motion to Certify Class (DE 280-3)	No date	SF_MDL0015708-5710
4	U.S. Food and Drug Administration ("FDA") 2015 NAS Report at pages 1-2.	Exhibit 4 to Motion to Certify Class (DE 280-4)	8/21/2015	N/A
5	Expert Report of Jennifer Pearson, MPH, PhD.	Exhibit 5 to Motion to Certify Class (DE 280-5)	5/12/2019	N/A
6	Expert Report of K. Michael Cummings, Ph.D., MPH.	Exhibit 6 to Motion to Certify Class (DE 280-6)	5/10/2019	N/A
7	Expert Report of Timothy Dewhirst, Ph.D.	Exhibit 7 to Motion to Certify Class (DE 280-7)	5/17/2019	N/A
8	Expert Report of Professor Jean-Pierre H. Dubé.	Exhibit 8 to Motion to Certify Class (DE 280-8)	5/15/2019	N/A
9	FDA Settlement with Defendants.	Exhibit 9 to Motion to Certify Class (DE 280-9)	1/31/2017	N/A
10	Memorandum October 14, 2002	Exhibit 10 to Motion to Certify Class (DE 280-10)	???	SFN_MDL00012421
11	Excerpts from the deposition transcript of Andrew Huyett	Exhibit 11 to Motion to Certify Class (DE 280-11)	6/15/2018	N/A
12	Picture of American Spirit packs	Exhibit 12 to Motion to Certify Class (DE 280-12)	No date	SF_MDL00180213
13	Excerpts from the deposition transcript of Stephanie Trujillo	Exhibit 13 to Motion to Certify Class (DE 280-13)	4/11/2018	N/A
14	Excerpts from the deposition transcript of David DePalma	Exhibit 14 to Motion to Certify Class (DE 280-14)	6/6/2018	N/A
15	Consumer Engagement Research & Business Case April 2014	Exhibit 15 to Motion to Certify Class (DE 280-15)	No date	N/A
16	CD Marketing Control - Marketing and Strategic Assessment	Exhibit 16 to Motion to Certify Class (DE 280-16)	No date	SF_MDL00720240.
17	RAI Form 10-K (FY ending 12.31.2011) at pages 7 and 30.	Exhibit 17 to Motion to Certify Class (DE 280-17)	No date	N/A
18	RAI Form 10-K (FY ending 12.31.2012) at pages 1, 7 and 30.	Exhibit 18 to Motion to Certify Class (DE 280-18)	No date	N/A
19	RAI Form 10-K (FY ending 12.31.2013) at pages 1, 7 and 35.	Exhibit 19 to Motion to Certify Class (DE 280-19)	No date	N/A
20	RAI Form 10-K (FY ending 12.31.2014) at pages 1, 8 and 44.	Exhibit 20 to Motion to Certify Class (DE 280-20)	No date	N/A
21	RAI Form 10-K (FY ending 12.31.2015) at pages 1, 6 and 32.	Exhibit 21 to Motion to Certify Class (DE 280-21)	No date	N/A
22	2013 Strategic Plan - Functional Reviews	Exhibit 22 to Motion to Certify Class (DE 280-22)	No date	SF_MDL00625004
23	2015 - Strategic Plan July 2014	Exhibit 23 to Motion to Certify Class (DE 281-8)	No date	SF_MDL00982936
24	David DePalma - The People of Santa Fe Natural Tobacco Company	Exhibit 24 to Motion to Certify Class (DE 281-9)	No date	SF_MDL00575547
25	Email from David DePalma re: Touch base post Cressida and Andrew Visit	Exhibit 25 to Motion to Certify Class (DE 281-10)	No date	SF_MDL00893973
26	Core Proposition	Exhibit 26 to Motion to Certify Class (DE 281-11)	No date	SF_MDL01251464
27	Deposition transcript of Kim Gonzales, Santa Fe's Director of Brand Equity	Exhibit 27 to Motion to Certify Class (DE 281-12)	No date	N/A
28	2015-2016 Brand Equity Team Op Plan "Laser Unicorns Rule the World"	Exhibit 28 to Motion to Certify Class (DE 281-13)	No date	SF_MDL00173920
29	American Spirit - Notes Summary	Exhibit 29 to Motion to Certify Class (DE 281-14); Exhibit 4 to the deposition transcript of Cressida Lozano Deposition	5/20/2018	SF_MDL00329451
30	NMI Lifestyles of Health and Sustainability	Exhibit 30 to Motion to Certify Class (DE 281-15); Exhibit 7 to the deposition transcript of Cressida Jane Lozano at pages 1, 2, 7 and 8	5/20/2018	N/A
31	NMI Natural Marketing Institute 2010 U.S. LOHAS Core Trends	Exhibit 31 to Motion to Certify Class (DE 281-16)	No date	SF_MDL00036012
32	Natural American Spirit Recommendations	Exhibit 32 to Motion to Certify Class (DE 281-17)	No date	SF_MDL01069183
33	The Thunderbird	Exhibit 33 to Motion to Certify Class (DE 281-18)	No date	SF_MDL00582790
34	Santa Fe Natural Tobacco Company - Company Plan Meeting August 18, 2009	Exhibit 34 to Motion to Certify Class (DE 281-19)	No date	SF_MDL00185658
35	Brand Update - David DePalma, Senior Director Consumer Marketing	Exhibit 35 to Motion to Certify Class (DE 281-20)	No date	SF_MDL00624407
36	Santa Fe Natural Tobacco Company - 2012 Strategic Plan	Exhibit 36 to Motion to Certify Class (DE 281-21)	No date	SF_MDL00016901
37	Natural American Spirit Portfolio	Exhibit 37 to Motion to Certify Class (DE 281-22)	No date	SF_MDL01051806 at 1824
38	The Tipping Point 2016-2017 Op Plan	Exhibit 38 to Motion to Certify Class (DE 281-23)	No date	SF_MDL00165381 at slide 54
39	2010-2012 Strategy Our environmental & socially progressive profile	Exhibit 39 to Motion to Certify Class (DE 281-24)	No date	SF_MDL01052611 at 2619
40	Santa Fe Natural Tobacco Company Welcome!!	Exhibit 40 to Motion to Certify Class (DE 281-25)	No date	RAI-2MDL00006237
41	Qualitative Research Findings: 2016 NAS DM Creative Testing	Exhibit 41 to Motion to Certify Class (DE 281-26)	No date	SF_MDL01106204
42	Work in Progress - Additive Free and Organic - How do we simply speak to this?	Exhibit 42 to Motion to Certify Class (DE 281-27)	No date	SF_MDL01142457
43	Zoom Insights - SFNTC "100% U.S. Grown" Concept	Exhibit 43 to Motion to Certify Class (DE 281-28)	No date	SF_MDL01498255
44	Santa Fe Natural Tobacco Company - Trade Marketing Program Overview	Exhibit 44 to Motion to Certify Class (DE 281-29)	No date	SF_MDL00810879 at 0915
45	Documentation Survey	Exhibit 45 to Motion to Certify Class (DE 281-30)	No date	SF_MDL00221202 at 1207-08
46	Paid Sample Request: 1993 to 1995	Exhibit 46 to Motion to Certify Class (DE 281-31)	No date	SF_MDL00138876

47	Zoom Insights - Summary of Learning Final Draft - For Discussion Only	Exhibit 47 to Motion to Certify Class (DE 281-32)	No date	SF_MDL00034642
48	Natural American Spirit Perceptions Test - Key Findings	Exhibit 48 to Motion to Certify Class (DE 281-33)	No date	SF_MDL00022286
49	SFTNC 2011 Evolution 2.0	Exhibit 49 to Motion to Certify Class (DE 281-34)	No date	SF_MDL01088001
50	Market SWOT Analysis Year 2015	Exhibit 50 to Motion to Certify Class (DE 281-35)	No date	SF_MDL00768518
51	Notes/Excerpts from Santa Fe Newsclips	Exhibit 51 to Motion to Certify Class (DE 287-1)	No date	RJRT 526300361
52	Eliminating Common Misconceptions	Exhibit 52 to Motion to Certify Class (DE 287-2); Excerpt from Exhibit 37 to the deposition of Dr. Robert N. Proctor	No date	N/A
53	Email from Seth Moskowitz re: New Customer Contact	Exhibit 53 to Motion to Certify Class (DE 287-3)	No date	SFN_MDL000012563
54	FDA 2015 Nat Sherman Report	Exhibit 54 to Motion to Certify Class (DE 287-4)	No date	N/A
55	Santa Fe Natural Tobacco Company - Harmful & Potentially Harmful Constituents (HPHCS)	Exhibit 55 to Motion to Certify Class (DE 287-5)	No date	SFN_MDL000490879 at slides 1, 7 and 13.
56	FDA Warning Letter, dated August 27, 2015	Exhibit 56 to Motion to Certify Class (DE 287-6)	8/27/2015	NA
57	An T. Vu et al, Polycyclic Aromatic Hydrocarbons in the Mainstream Smoke of Popular U.S. Cigarettes, Chemical Research in Toxicology (2015)	Exhibit 57 to Motion to Certify Class (DE 287-7)	No date	NA
58	Mark R. Fresquez, et al, Establishment of Toxic Metal Reference Range in Tobacco from U.S. Cigarettes	Exhibit 58 to Motion to Certify Class (DE 287-8)	No date	NA
59	Excerpts from the deposition of Charles Garner, PhD	Exhibit 59 to Motion to Certify Class (DE 287-9)	1/16/2020	NA
60	Tobacco Products Scientific Advisory Committee of the Center for Tobacco Products of the FDA	Exhibit 60 to Motion to Certify Class (DE 287-10)	No date	N/A
61	Excerpts from the deposition transcript of Kenneth Deloach	Exhibit 61 to Motion to Certify Class (DE 287-11)	6/14/2018	N/A
62	Excerpts from the deposition of Michael Little	Exhibit 62 to Motion to Certify Class (DE 287-12)	6/21/2018	N/A
63	Excerpts from the deposition of Plaintiff Justin Sproule	Exhibit 63 to Motion to Certify Class (DE 287-13)	6/11/2018	N/A
64	Excerpts from the deposition of Plaintiff Robert Litwin	Exhibit 64 to Motion to Certify Class (DE 287-14)	5/23/2018	N/A
65	Excerpts from the deposition of Plaintiff Abigail Emmons	Exhibit 65 to Motion to Certify Class (DE 287-15)	7/10/2018	N/A
66	Excerpts from the deposition of Plaintiff Sara Benson	Exhibit 66 to Motion to Certify Class (DE 287-16)	6/22/2018	N/A
67	Excerpts from the deposition of Plaintiff Carol Murphy	Exhibit 67 to Motion to Certify Class (DE 287-17)	6/21/2018	N/A
68	Excerpts from the deposition of Plaintiff Clive Pontusson	Exhibit 68 to Motion to Certify Class (DE 287-18)	9/7/2018	N/A
69	Excerpts from the deposition of Plaintiff Cheyhan Haksal	Exhibit 69 to Motion to Certify Class (DE 287-19)	7/9/2018	N/A
70	Excerpts from the deposition of Plaintiff Jacques-Rene Hebert	Exhibit 70 to Motion to Certify Class (DE 287-20)	6/27/2018	N/A
71	Excerpts from the deposition of Plaintiff Rudolph Theodore Miller	Exhibit 71 to Motion to Certify Class (DE 287-21)	7/10/2018	N/A
72	Excerpts from the deposition of Plaintiff Francisco Chavez	Exhibit 72 to Motion to Certify Class (DE 287-22)	6/20/2018	N/A
73	Excerpts from the deposition of Plaintiff Joshua Horne	Exhibit 73 to Motion to Certify Class (DE 287-23)	6/12/2018	N/A
74	Excerpts from the deposition of Plaintiff Charlene Blevins	Exhibit 74 to Motion to Certify Class (DE 287-24)	6/25/2018	N/A
75	Excerpts from the deposition of Plaintiff Albert Lopez	Exhibit 75 to Motion to Certify Class (DE 287-25)	11/13/2018	N/A
76	RAI Form 10-K (FY ending 12.31.2016) at pages 1, 6 and 32.	Exhibit 76 to Motion to Certify Class (DE 287-26)	No date	N/A
77	Declaration of Plaintiff Sara Benson in Support of Motion for Class Certification.	Exhibit 77 to Motion to Certify Class (DE 287-27)	8/5/2016	N/A
78	Declaration of Plaintiff Charlene Blevins in Support of Motion for Class Certification.	Exhibit 78 to Motion to Certify Class (DE 287-28)	7/6/20200	N/A
79	Declaration of Plaintiff Francisco Chavez in Support of Motion for Class Certification.	Exhibit 79 to Motion to Certify Class (DE 287-29)	7/21/2016	N/A
80	Declaration of Plaintiff Abigail Emmons in Support of Motion for Class Certification.	Exhibit 80 to Motion to Certify Class (DE 287-30)	9/17/2016	N/A
81	Declaration of Plaintiff Ceyhan Haksal in Support of Motion for Class Certification.	Exhibit 81 to Motion to Certify Class (DE 287-31)	7/13/2020	N/A
82	Declaration of Plaintiff Jacques-Rene Hebert in Support of Motion for Class Certification.	Exhibit 82 to Motion to Certify Class (DE 287-32)	9/16/2016	N/A
83	Declaration of Plaintiff Johsua Horne in Support of Motion for Class Certification.	Exhibit 83 to Motion to Certify Class (DE 287-33)	9/17/2016	N/A
84	Declaration of Plaintiff Robert Litwin in Support of Motion for Class Certification.	Exhibit 84 to Motion to Certify Class (DE 287-34)	7/8/2020	N/A
85	Declaration of Plaintiff Albert Lopez in Support of Motion for Class Certification.	Exhibit 85 to Motion to Certify Class (DE 287-35)	7/7/2020	N/A
86	Declaration of Plaintiff Rudolph Theodore Miller in Support of Motion for Class Certification.	Exhibit 86 to Motion to Certify Class (DE 287-36)	7/6/2020	N/A
87	Declaration of Plaintiff Carol Murphy in Support of Motion for Class Certification.	Exhibit 87 to Motion to Certify Class (DE 287-37)	9/16/2016	N/A
88	Declaration of Plaintiff Clive Pontusson in Support of Motion for Class Certification.	Exhibit 88 to Motion to Certify Class (DE 287-38)	7/2/2020	N/A
89	Declaration of Plaintiff Justin Sproule in Support of Motion for Class Certification.	Exhibit 89 to Motion to Certify Class (DE 287-39)	7/16/2020	N/A
90	Rebuttal Expert Report of Jean-Pierre Dube	Exhibit 90 to Motion to Certify Class (DE 287-40)	10/15/2019	N/A
91	Complete profile of PSW's attorneys and a summary of the numerous complex litigation cases	Exhibit 91 to Motion to Certify Class (DE 287-41)	No date	N/A
92	Proctor Expert Report			
93	TMA, "A Current View of the Global and U.S. Tobacco Industries," 48th Tobacco Workers Conference, Myrtle Beach	Footnote 1 Proctor Report	1/16/2018	

94	"Tobacco and the Global Lung Cancer Epidemic," Nature Reviews Cancer, 1 (2001): 82-86, <a href="http://toxicology.usu.edu/endnote/Proctor-Tobacco-global-lung-cancer-NatRev2001.pdf">http://toxicology.usu.edu/endnote/Proctor-Tobacco-global-lung-cancer-NatRev2001.pdf</a>	Footnote 2 Proctor Report	2001	
95	National Cancer Institute, The Role of the Media in Promoting and Reducing Tobacco Use (Bethesda: USDHHS, 2008), <a href="https://cancercontrol.cancer.gov/Brp/terb/monographs/19/docs/M19MajorConclusionsFactSheet.pdf">https://cancercontrol.cancer.gov/Brp/terb/monographs/19/docs/M19MajorConclusionsFactSheet.pdf</a>	Footnote 4 Proctor Report	2008	
96	my Golden Holocaust, pp. 116-17	Footnote 5 Proctor Report		
97	Allan M. Brandt, Cigarette Century: The Rise, Fall, and Deadly Persistence of the Product that Defined America (New York: Basic Books, 2007)	Footnote 6 Proctor Report	2007	
98	Richard Kluger, Ashes to Ashes: America's Hundred-Year Cigarette War, the Public Health, and the Unabashed Triumph of Philip Morris (New York: Knopf, 1996)	Footnote 6 Proctor Report	1996	
99	my Golden Holocaust, pp. 56-144	Footnote 6 Proctor Report		
100	"Improving the Taste and Character of Cigarette Tobacco with a View to Removing Irritants and Producing a Light Smoke," 1935 <a href="https://www.industrydocumentslibrary.ucsf.edu/tobacco/docs/#id=kffh0139">https://www.industrydocumentslibrary.ucsf.edu/tobacco/docs/#id=kffh0139</a>	Footnote 7 Proctor Report	1935	kffh0139
101	Dick Shepherd at SFNTC, "Organic Light Filter" brand, a "Menthол Light Filter" brand, etc.; see his memo to Rick Sanders "Product Modification."	Footnote 8 Proctor Report	10/14/2002	SF0084771-4777
102	R.J. Reynolds 1976 menthol "safer" halo; see <a href="https://www.industrydocumentslibrary.ucsf.edu/tobacco/docs/#id=hsdx0099">https://www.industrydocumentslibrary.ucsf.edu/tobacco/docs/#id=hsdx0099</a>	Footnote 9 Proctor Report	1976	hsdx0099
103	Nicotine Addiction: A Report of the Surgeon General (USDHHS, 1988); and for video: <a href="https://www.c-span.org/video/?22611-1/surgeon-generals-reports-smoking-nicotine-addiction">https://www.c-span.org/video/?22611-1/surgeon-generals-reports-smoking-nicotine-addiction</a>	Footnote 11 Proctor Report	1988	
104	Edwin F. Dakin, "Forwarding Memorandum: To Members of the Planning Committee," late Dec. 1953, <a href="https://www.industrydocumentslibrary.ucsf.edu/tobacco/docs/#id=yymby0042">https://www.industrydocumentslibrary.ucsf.edu/tobacco/docs/#id=yymby0042</a> , p. 2	Footnote 12 Proctor Report	12/00/1953	yymby0042
105	Addison Yeaman, "Implications of Battelle Hippo I & II and the Griffith Filter,"	Footnote 13 Proctor Report	7/17/1963	ypck0065
106	M. A. Hamilton Russell, "Cigarette Smoking: Natural History of a Dependence Disorder," British Journal of Medical Psychology, 44 (1971): 1-16	Footnote 14 Proctor Report	1971	nghm0178, p. 7.
107	Robert Wolf, "Bob Who?" unpublished manuscript, n.d., pp. 49, 58	Footnote 15 Proctor Report		
108	Robert Wolf, "Bob Who?" pp. 126-29.	Footnote 16 Proctor Report		
109	Robert Wolf, "Bob Who?" pp. 130	Footnote 17 Proctor Report		
110	"Answers to Your Questions about Natural American Spirit Cigarettes,"	Footnote 18 Proctor Report	8/00/1996	rzyg0033.
111	Myron Levin, "Secret Cigarette Additives, What Goes Up in Smoke?" The Nation	Footnote 19 Proctor Report	12/13/1991	jjcy0172
112	Jesse Eaglin, The CC Cough-fin Brand Cigarettes (Raisbeck & Co., 1931)	Footnote 20 Proctor Report	1931	qxfm0178
113	my Golden Holocaust, pp. 175-77, 210, 353-54, 490-93	Footnote 21 Proctor Report		
114	Charles S. Cameron, The Truth About Cancer (Englewood Cliffs: Prentice Hall, 1956), p. 65	Footnote 22 Proctor Report	1956	
115	Paul Brownfield, "Nature's Cancer Sticks," Bloomberg Businessweek	Footnote 23 Proctor Report	11/14/2016	
116	A 1994 Philip Morris review of "competitive intelligence"; see "C.I. Highlights," 1994	Footnote 24 Proctor Report	1994	yzhy0111.
117	LKP Marketing Dept., "Tobacco Diversification: A Proposal Prepared for R.J.R. Industries, Inc.,"	Footnote 25 Proctor Report	8/00/1972	qqgx0091
118	Al Udow to Chris Bolton, "Further Analysis,"	Footnote 26 Proctor Report	8/18/1972	pkjn0109
119	Young and Rubicam, "New Product Ideas Developed for Brown & Williamson,"	Footnote 27 Proctor Report	8/00/1975	sxjb0035
120	R.J. Reynolds Marketing Dept., "Product Direction,"	Footnote 28 Proctor Report	7/30/1976	hsdx0099
121	Stanford's SRITA website: <a href="http://tobacco.stanford.edu/tobacco_main/images.php?token2=fm_st125.php&amp;token1=fm_img9003.php&amp;theme_file=fm_mt010.php&amp;theme_name=Fresh,%20Pure,%20Natural%20&amp;%20Toasted&amp;subtheme_name=No%20Additives">http://tobacco.stanford.edu/tobacco_main/images.php?token2=fm_st125.php&amp;token1=fm_img9003.php&amp;theme_file=fm_mt010.php&amp;theme_name=Fresh,%20Pure,%20Natural%20&amp;%20Toasted&amp;subtheme_name=No%20Additives</a>	Footnote 29 Proctor Report		
122	Susan Laffoon (Philip Morris), "Gunsmoke, Valentine & Vegas Cigarettes,"	Footnote 30 Proctor Report	12/2/1994	fxcn0154
123	Mark Steil, "Native Americans Disagree over Manufacture of Cigarettes," NPR	Footnote 31 Proctor Report	7/13/1998	

124	A. J. Fultz (American Tobacco), "Vegas Cigarettes,"	Footnote 32 Proctor Report	1/17/1989	xkkw0020
125	Kai Lam to Liz Chambers (Philip Morris), "GC/MS Analysis of Planet and Glory Cigarettes,"	Footnote 33 Proctor Report	6/20/1996	srpp0183
126	Star Tobacco in 1983, see C. C. Kern to R. P. Truitt, "Vegas Cigarettes,"	Footnote 34 Proctor Report	4/14/1983	kyjx0136
127	MIS International, for Philip Morris, "Revised Proposal for Natural Brands, Exploratory Research,"	Footnote 35 Proctor Report	7/31/1996	lghk0024
128	Philip Morris, "Additive-Free,"	Footnote 36 Proctor Report	1988	lgnb0106
129	For prospective pack designs: Leo Burnett (for Philip Morris), "New Projects/Project AU,"	Footnote 37 Proctor Report	11/21/1996	jjhh0019
130	And for developmental strategy: K. B. Clark, "PM New Products,"	Footnote 37 Proctor Report	4/19/1996	xjhh0019
131	"Project AU: Creative Presentation,"	Footnote 38 Proctor Report	5/2/1997	kjhh0019
132	Kane, Bortree & Associates, Inc., "Philip Morris Merit Revitalization Plan,"	Footnote 39 Proctor Report	2/9/1998	qfjj0191
133	Marketing Planning and Information Department, "Project Approval: True Product Test,"	Footnote 40 Proctor Report	3/5/1998	gtvg0169
134	Susan Brenner to Gottfried Knoll	Footnote 40 Proctor Report	3/4/1971	sla64a00
135	"Lorillard Natural Project: Product Based Concepts,"	Footnote 41 Proctor Report	11/00/1999	lygw0152
136	"All Natural cigarettes . . . without any additives"	Footnote 41 Proctor Report		xjbn0094
137	"R&D's Strategic Priorities,"	Footnote 42 Proctor Report		pxyw0191
138	Goldfarb Consultants (for Brown & Williamson), "Perceptions of American Spirit, Red Kamel & Moonlight Tobacco,"	Footnote 43 Proctor Report	7/00/1997	fqgh0191
139	Charlene Blevins, April 18, 1995, survey	Footnote 43 Proctor Report	4/18/1995	SF_MDL00085384
140	Djunadi Satrio to R. W. Provan, "Winston Additive-Free & New Packaging National Re-Launch,"	Footnote 44 Proctor Report	11/12/1997	syjw0191
141	Winston's "No Bull" ("No Additives") campaign; see National Cancer Institute, The Role of the Media in Promoting and Reducing Tobacco Use (Bethesda: USDHHS, 2008).	Footnote 44 Proctor Report	2008	
142	Donald S. Clark, Secretary (FTC), "Complaint in the Matter of R.J. Reynolds Tobacco," Sept. 30, 1998, attached as an appendix to the deposition of Guy Marc Blynn, Oct. 30, 2002	Footnote 45 Proctor Report	9/30/1998	nyly0046
143	Winston 'Natural' Advertising Test Comparisons,"	Footnote 46 Proctor Report	7/28/1995	lrvd0185
144	Blynn's depo in USA vs. Philip Morris, Oct. 30, 2002	Footnote 46 Proctor Report	10/30/2002	nyly0046
145	"New U.S. Cigarette Brand Activity" [citing Advertising Age]	Footnote 47 Proctor Report	8/3/2000	pzbm0180
146	FTC, "In the Matter of Santa Fe Natural Tobacco Company, Inc.,"	Footnote 48 Proctor Report	6/12/2000	
147	Office of Science, Center for Tobacco Products, FDA, "Natural Descriptors and Disclaimer Influence on Smokers' Perceptions of Nat Sherman Cigarettes,"	Footnote 49 Proctor Report	8/21/2015	
148	Andrew Thurm Associates, "'No Additives' Concept Test" prepared for SSC&B Lintas Worldwide for American Tobacco	Footnote 50 Proctor Report	1/00/1984	qklx0136
149	"Farmer Predicts Potential Market for Organic Tobacco," Greensboro News and Record	Footnote 52 Proctor Report	1/16/1989	zknb0082
150	SFNTC, "Where the Tobacco Comes From" (advertising brochure), 1991	Footnote 53 Proctor Report	1991	fyhw0053
151	Rene Chun, "New Cigarette, but Same Old Problem," New York Times	Footnote 57 Proctor Report	7/3/1994	mrgfn0106
152	"C.I. Highlights," 1994	Footnote 58 Proctor Report	1994	yzhy0111
153	Kent Koller to Judy Smith (Philip Morris)	Footnote 60 Proctor Report	11/3/1994	gygf0150
154	"Here's to Your Health," Newsweek	Footnote 61 Proctor Report	6/13/1994	
155	Brian Trembath, "Smoking with a Politically Correct Conscience," Rocky Mountain News	Footnote 62 Proctor Report	11/9/1994	hkxy0091
156	Ross Kerber, "Here's an Oxymoron: All-Natural Smokes for Health Nuts," Wall Street Journal	Footnote 63 Proctor Report	4/14/1997	rhdc0019
157	Jeff Howe, "Smoke and Mirrors? The Rise of the All-Natural Cigarette," The Village Voice	Footnote 64 Proctor Report	12/31/1996	
158	"Santa Fe Natural Tobacco Company: Answers to Your Questions,"	Footnote 66 Proctor Report	11/17/1987	tgyn0013
159	Robin Sommers is cited in Mike Schwartz, "Smoking, Naturally; Manufacturers Tout the Purity of Natural Cigarettes; Health Officials Say They're Still Risky," The Press-Enterprise (Riverside, CA)	Footnote 67 Proctor Report	4/30/1996	fxnc0088
160	E. M. McAtee to D. A. Funderburk (Reynolds), "American Spirit,"	Footnote 68 Proctor Report	11/19/1996	mtmc0093
161	Connor Kennedy to Lynn Beasley (Reynolds), "Natural American Spirits—Fact Sheet,"	Footnote 69 Proctor Report	1996	sqww0102

162	"Additive-free Cigarettes Subtract Some Smokers' Fears" Wall Street Journal	Footnote 70 Proctor Report	6/30/1997	
163	Mike Schwartz, "Smoking, Naturally; Manufacturers Tout the Purity of Natural Cigarettes; Health Officials Say They're Still Risky," The Press-Enterprise (Riverside, CA)	Footnote 71 Proctor Report	4/30/1996	fxnc0088
164	The city of Santa Fe declared that day of the launch in June 1985, "Santa Fe Natural Tobacco Day"	Footnote 72 Proctor Report		ryjn0226
165	Robert Wolf, "Bob Who?" unpublished manuscript, n.d., page 46	Footnote 73 Proctor Report		
166	Proctor, "Tobacco and the Global Lung Cancer Epidemic."	Footnote 74 Proctor Report		
167	American Spirit cigarettes retailed; see "Here's to Your Health," Newsweek	Footnote 75 Proctor Report	6/13/1994	
168	Ad for "American Eagle cigarettes" in 2007 youtube video "Definitely, Maybe"	Footnote 76 Proctor Report		see: <a href="https://www.youtube.com/watch?v=804UN9XPV44">https://www.youtube.com/watch?v=804UN9XPV44</a>
169	J. L. Charles to R. B. Seligman, "Meeting with Mr. Alex Holtzman – 210 Polonium Briefing – November 11, 1980,"	Footnote 77 Proctor Report	11/14/1980	llxk0045
170	Brianna Rego, "The Polonium Brief: A History of Cancer, Radiation, and the Tobacco Industry," Isis, 101 (2009):453–84	Footnote 78 Proctor Report		
171	my Golden Holocaust, pp. 506-12	Footnote 78 Proctor Report		
172	Michael Castleman, "Organic Cigarettes—Possibly Safer?" Medical Self-Care, Fall 1980, p. 23	Footnote 79 Proctor Report	1980	gzly0146
173	Covington and Burling, "Sorted by Ingredient,"	Footnote 80 Proctor Report	2/26/1992	lymk0136
174	Fred Panzer to Horace R. Kornegay, "The Roper Proposal,"	Footnote 81 Proctor Report	5/1/1972	fgnw0189
175	Helmut Wakeham to Joseph F. Cullman III, " 'Best' Program for C.T.R.,"	Footnote 82 Proctor Report	12/8/1970	nxmlk0119
176	"The 'Secret' and 'Soul' of Marlboro: Philip Morris and the Origins, Spread, and Denial of Nicotine Free-Basing" (with Terrell Stevenson), American Journal of Public Health, 98 (2008): 1184-94	Footnote 83 Proctor Report		
177	Deposition of former SFNTC President Michael Little, dated June 21, 2018, page 27	Footnote 84 Proctor Report	6/21/2018	
178	R.J. Reynolds in 1995 testing on NAS; see Reynolds to Dirk	Footnote 85 Proctor Report	7/18/1995	fhkc0227
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260	Mitchell A. Neuhauser and Ann Simoneau, "Memorandum of Agreement,"	Footnote 161 Proctor Report	1/19/2017	
261	Proctor Deposition (7/31/19)			
262	Second Amended Notice of Deposition Duces Tecum: Robert Proctor, Ph.D.	Exhibit 1 Proctor Deposition		
263	Expert Report by Robert N. Proctor	Exhibit 2 Proctor Deposition		
264	Curriculum Vitae of Robert N. Proctor	Exhibit 3 Proctor Deposition		
265	An article in Santa Fe Reporter entitled "The Ciggie Different"	Exhibit 4 Proctor Deposition		
266	A group of articles, the first entitled "Restricting 'Natural' and 'Additive-free': Did FDA's Agreement with Santa Fe Natural Tobacco Company Change Advertising for Natural American Spirit?"	Exhibit 5 Proctor Deposition		
267	A Reader's Digest Special Report article entitled "What's Been Added to Your Cigarette?"	Exhibit 6 Proctor Deposition		
268	An article in Health entitled "Low Tar, High Risk"	Exhibit 7 Proctor Deposition		
269	A document entitled "The Health Consequences of Smoking, the Changing Cigarette, a report of the Surgeon General"	Exhibit 8 Proctor Deposition		
270	An article in The Nation entitled "Secret Cigarette Additives, What Goes Up In Smoke?"	Exhibit 9 Proctor Deposition		
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281	A presentation document with an image of a cigarette	Exhibit 20 Proctor Deposition		
282	A document entitled "Golden Holocaust, Origins of the Cigarette Catastrophe and the Case for Abolition," by Robert N. Proctor	Exhibit 21 Proctor Deposition		
283	A document entitled "Filtered, Unfiltered, Light, Ultralight, Regular or Mentholated: The Effect of Cigarette Type on Lung Cancer Incidence and Mortality in the National Lung Screening Trial"	Exhibit 22 Proctor Deposition		
284	A document entitled "ATS 2019, International Conference May 17 - May 22, 2019, Dallas, Texas"	Exhibit 23 Proctor Deposition		
285	A document entitled "Who is Bob Wolf?"	Exhibit 24 Proctor Deposition		
286	An article entitled "Winston's 'No Additives' Campaign: 'Straight Up'? 'No Bull'?"	Exhibit 25 Proctor Deposition		

287	A document entitled "An Exploration of Winston Additive Free, A Presentation to Brown & Williamson, October 1997"	Exhibit 26 Proctor Deposition		
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291	A document entitled "Production Direction"	Exhibit 30 Proctor Deposition		
292	A document entitled "Key Substance Use and Mental Health Indicators in the United States: Results from the 2017 National Survey on Drug Use and Health"	Exhibit 31 Proctor Deposition		
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296	A document entitled "Exhibit 3, SFNTC Purity Residue Clean (PRC) Protocol"	Exhibit 35 Proctor Deposition		
297	A document entitled "Natural American Spirit Cigarette Style Guide"	Exhibit 36 Proctor Deposition		
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334	Second Amended Notice of Deposition: Jennifer Pearson, Ph.D., 7.31.19	Exhibit 1 Pearson Deposition		

335	Expert Testimony on the state of the science on Natural American Spirit (NAS) and the effect of NAS cigarette pack descriptors on perceptions, Jennifer Pearson, MPH, Ph.D., 5.12.19	Exhibit 2 Pearson Deposition		
336	Underlying facts and data considered	Exhibit 3a Pearson Deposition		
337	18th Annual Conference of the SRNT-E 2018 Poster	Exhibit 3b Pearson Deposition		
338	Plaintiffs' Expert Pearson Subpoena Productions TI 7.12.2019 Production (Highly Confidential)	Exhibit 3c Pearson Deposition		
339	Files received from Johns Hopkins University (Highly Confidential)	Exhibit 3d Pearson Deposition		
340	AAPOR Best Practices For Survey Research	Exhibit 4 Pearson Deposition		
341	AAPOR Code of Ethics	Exhibit 5 Pearson Deposition		
342	American Spirit Pack Descriptors and Perceptions of Harm: A Crowd-Sourced Comparison of Modified Packs	Exhibit 6 Pearson Deposition		
343	Among Natural American Spirit Smokers, Results From Wave 1 of the Population Assessment of Tobacco and Health PATH Study, 2013 to 2014	Exhibit 7 Pearson Deposition		
344	Widespread Belief That Organic and Additive-Free Tobacco Products Are Less Harmful Than Regular Tobacco Products, Results From the 2017 US Health Information National Trend Survey	Exhibit 8 Pearson Deposition		
345	Beyond Natural Cigarette Ad Tactics That Mislead About Relative Risk	Exhibit 9 Pearson Deposition		
346	Real Simple Deadly, a Pilot Test of Consumer Harm Perceptions in Response to Natural American Spirit Advertising	Exhibit 10 Pearson Deposition		
347	Title: The Natural American Spirit Cigarette Disclaimer Statement Is Ineffective At Correcting Misperceptions of Harm Or Addictiveness: Results From an Online Experimental Study	Exhibit 11 Pearson Deposition		
348	Stimulus used for Pearson In Prep	Exhibit 12 Pearson Deposition		
349	Figure X, Consort Diagram	Exhibit 13 Pearson Deposition		
350	The Natural American Spirit Cigarette Disclaimer Statement, Ineffective Results From an Online Experiment Study	Exhibit 14 Pearson Deposition		
351	PowerPoint presentations, Misperceptions of Harm Among American Spirit Smokers, Results From Wave 1 of the PATH Study, 2013 to 2014	Exhibit 15 Pearson Deposition		
352	HINTS FDA 2 Public Code Book	Exhibit 16 Pearson Deposition		
353	Survey Instrument for the HINTS Survey	Exhibit 17 Pearson Deposition		
354	HINTS data analysis.do printed on 8.1.19	Exhibit 18 Pearson Deposition		
355	FDA_Cycle2_STATA/20180702, HINTS data analysis.smcl	Exhibit 19 Pearson Deposition		
356	Which cigarettes do Americans think are safer? A population-based analysis with wave 1 of the PATH study	Exhibit 20 Pearson Deposition		
357	Pearson 2016 questionnaire	Exhibit 21 Pearson Deposition		
358	Perceptions of Natural and Additive-Free Cigarettes and Intentions to Purchase, Lead Author O'Connor	Exhibit 22 Pearson Deposition		
359	FDA study of NAS, 8.21.15	Exhibit 23 Pearson Deposition		
360	Influence of Natural American Spirit Advertising and Current and Former Smokers' Perceptions and Intentions	Exhibit 24 Pearson Deposition		
361	Organic, Natural and Additive-Free Cigarettes Comparing the Effects of Advertising Claims and Disclaimers on Perceptions of Harm	Exhibit 25 Pearson Deposition		
362	Dube Expert Report			
363	The Second Consolidated Amended Complaint (hereafter "the Complaint"), paragraphs 6-7, 41 and 71.	Footnote 1 Dube Report		
364	Challenged claims as they appear on the cigarette packs, see, e.g., SF_MDL00298431 and SF_MDL00582790.	Footnote 2 Dube Report		SF_MDL00298431 and SF_MDL00582790
365	Bronnenberg, Dubé, Gentzkow and Shapiro (2015).	Footnote 4 Dube Report		
366	Complaint, paragraph 84.	Footnote 5 Dube Report		
367	Allenby, Brazell, Howell, and Rossi (2014)	Footnote 9 Dube Report		
368	Allenby, Brazzell and Howell (2014) and McFadden (2017).	Footnote 10 Dube Report		
369	Target Population, Encyclopedia of Survey Research Methods, Paul J. Lavrakas, editor; Sage Publications, Inc. 2008, pp. 875-876 at 875).	Footnote 11 Dube Report		
370	Complaint, paragraph 11.	Footnote 12 Dube Report		
371	(Diamond, Shari Seidman. Reference Guide on Survey Research, Reference Manual on Scientific Evidence, Third Edition. Committee on the Development of the Third Edition of the Reference Manual on Scientific Evidence, Federal Judicial Center, National Research Council. p. 419).	Footnote 15 Dube Report		
372	SF_MDL00000711	Footnote 16 Dube Report		SF_MDL00000711

373	SF_MDL00001308	Footnote 16 Dube Report		SF_MDL00001308
374	SF_MDL00017426	Footnote 16 Dube Report		SF_MDL00017426
375	SF_MDL00020035	Footnote 16 Dube Report		SF_MDL00020035
376	SF_MDL00030172	Footnote 16 Dube Report		SF_MDL00030172
377	SF_MDL00030570	Footnote 16 Dube Report		SF_MDL00030570
378	SF_MDL00180213	Footnote 16 Dube Report		SF_MDL00180213
379	SF_MDL00298431	Footnote 16 Dube Report		SF_MDL00298431
380	SF_MDL00582790	Footnote 16 Dube Report		SF_MDL00582790
381	SF_MDL00688120	Footnote 16 Dube Report		SF_MDL00688120
382	SF_MDL00944208	Footnote 16 Dube Report		SF_MDL00944208
383	SF_MDL00029811, page 4.	Footnote 17 Dube Report		SF_MDL00029811
384	SF_MDL00990386, page 48.	Footnote 18 Dube Report		SF_MDL00990386
385	SFN_MDL001208426, page 61.	Footnote 19 Dube Report		SFN_MDL001208426
386	Camel Marlboro NAS Newport Pricing 2009-2015 for MLD" spreadsheet, '2015' tab.	Footnote 20 Dube Report		
387	The Q4 2014 data re NAS Mellow Green in the Camel Marlboro NAS Newport Pricing 2009-2015 for MLD" spreadsheet, '2015' tab.	Footnote 21 Dube Report		
388	SFN_MDL001034996, page 16.	Footnote 22 Dube Report		SFN_MDL001034996
389	SF_MDL00029811, pages 10, 11, 20, 21, 40 and 41.	Footnote 23 Dube Report		SF_MDL00029811
390	SF_MDL00029811, pages 10, 11 and 20.	Footnote 24 Dube Report		SF_MDL00029811
391	Camel Marlboro NAS Newport Pricing 2009-2015 for MLD" spreadsheet, '2015' tab.	Footnote 25 Dube Report		
392	Camel Marlboro NAS Newport Pricing 2009-2015 for MLD" spreadsheet, '2015' tab.	Footnote 26 Dube Report		
393	SF_MDL00029811, pages 10 and 11.	Footnote 27 Dube Report		SF_MDL00029811
394	Camel Marlboro NAS Newport Pricing 2009-2015 for MLD" spreadsheet, '2015' tab.	Footnote 28 Dube Report		
395	SF_MDL00029811, page 40.	Footnote 29 Dube Report		SF_MDL00029811
396	Camel Marlboro NAS Newport Pricing 2009-2015 for MLD" spreadsheet, '2015' tab.	Footnote 30 Dube Report		
397	SFN_MDL001034996, page 16.	Footnote 31 Dube Report		SFN_MDL001034996
398	SF_MDL00033694, "Destination Switchers – NAS" tab.	Footnote 32 Dube Report		SF_MDL00033694
399	SF_MDL01096463, 'prc segment page' tab.	Footnote 33 Dube Report		SF_MDL01096463
400	Green and Rao (1971). The theoretical underpinnings for conjoint methods date back to 1964 with the work of Luce and Tukey (e.g., Luce and Tukey 1964).	Footnote 34 Dube Report		
401	Orme, Bryan K. "A Short History of Conjoint Analysis." Getting Started with Conjoint Analysis: Strategies for Product Design and Pricing Research. Research Publishers LLC, Madison, WI, 2010.	Footnote 35 Dube Report		
402	Survey by Bronnenberg et al. (2019).	Footnote 40 Dube Report		
403	Orme, Bryan K. "A Short History of Conjoint Analysis." Getting Started with Conjoint Analysis: Strategies for Product Design and Pricing Research. Research Publishers LLC, Madison, WI, 2010, p. 45.	Footnote 42 Dube Report		
404	Samuelson (1938).	Footnote 43 Dube Report		
405	McFadden (1986).	Footnote 44 Dube Report		
406	Cameron and James (1987), page 389.	Footnote 45 Dube Report		
407	Kalish and Nelson (1991).	Footnote 46 Dube Report		
408	Chintagunta and Nair (2011).	Footnote 48 Dube Report		
409	Rossi, Allenby and McCulloch (2005).	Footnote 49 Dube Report		
410	Bryan Orme (2000), "Hierarchical Bayes: Why all the Attention?" Sawtooth Software Research Series.	Footnote 50 Dube Report		
411	See for instance McFadden (1981).	Footnote 51 Dube Report		
412	Markov chain with which to estimate the model parameters in Rossi, Allenby and McCulloch (2005).	Footnote 52 Dube Report		
413	Discussion in Allenby et al (2014).	Footnote 54 Dube Report		
414	Nevo (2000), who uses this approach to infer marginal costs for merger analysis.	Footnote 55 Dube Report		
415	Second Consolidated Amended Class Action Complaint, Case 1:16-md-02695-JB-LF, Doc. No. 219, Filed Nov. 15, 2018.	Exhibit 3 of Dube Report ( Facts and Data Considered)	11/15/2018	
416	Kara Calderon Vol. I (7/25/18)	Exhibit 3 of Dube Report ( Facts and Data Considered)	7/25/2018	
417	Kara Calderon Vol. II (9/27/18)	Exhibit 3 of Dube Report ( Facts and Data Considered)	9/27/2018	
418	Kara Calderon Vol. III (9/27/18)	Exhibit 3 of Dube Report ( Facts and Data Considered)	9/27/2018	
419	Kenneth Deloach (6/14/18)	Exhibit 3 of Dube Report ( Facts and Data Considered)	6/14/2018	
420	David DePalma (6/6/19)	Exhibit 3 of Dube Report ( Facts and Data Considered)	6/6/2019	
421	Kimberly Gonzales (4/10/18)	Exhibit 3 of Dube Report ( Facts and Data Considered)	4/10/2018	
422	Dan Haley (5/23/18)	Exhibit 3 of Dube Report ( Facts and Data Considered)	5/23/2018	
423	Andrew Huyett (6/15/18)	Exhibit 3 of Dube Report ( Facts and Data Considered)	6/15/2018	
424	Carri Leslie (5/18/18)	Exhibit 3 of Dube Report ( Facts and Data Considered)	5/18/2018	

425	Carri Leslie (7/24/18)	Exhibit 3 of Dube Report ( Facts and Data Considered)	7/24/2018	
426	Michael Little (6/21/18)	Exhibit 3 of Dube Report ( Facts and Data Considered)	6/21/2018	
427	Cressida Lozano (5/30/18)	Exhibit 3 of Dube Report ( Facts and Data Considered)	5/30/2018	
428	Stephanie Trujillo (4/11/18)	Exhibit 3 of Dube Report ( Facts and Data Considered)	4/11/2018	
429	Class Representatives: Benson, Belvins, Chaves, Emmons, Haksal, Hebert, Horne, Litwin, Miller, Murphy, Pontusson, and Sproule	Exhibit 3 of Dube Report ( Facts and Data Considered)		
430	SF_MDL00000711	Exhibit 3 of Dube Report ( Facts and Data Considered)		SF_MDL00000711
431	SF_MDL00001308	Exhibit 3 of Dube Report ( Facts and Data Considered)		SF_MDL00001308
432	SF_MDL00006237-6318	Exhibit 3 of Dube Report ( Facts and Data Considered)		SF_MDL00006237-6318
433	SF_MDL00013880-3883	Exhibit 3 of Dube Report ( Facts and Data Considered)		SF_MDL00013880-3883
434	SF_MDL00015708	Exhibit 3 of Dube Report ( Facts and Data Considered)		SF_MDL00015708
435	SF_MDL00016162	Exhibit 3 of Dube Report ( Facts and Data Considered)		SF_MDL00016162
436	SF_MDL00017426	Exhibit 3 of Dube Report ( Facts and Data Considered)		SF_MDL00017426
437	SF_MDL00018960	Exhibit 3 of Dube Report ( Facts and Data Considered)		SF_MDL00018960
438	SF_MDL00020035	Exhibit 3 of Dube Report ( Facts and Data Considered)		SF_MDL00020035
439	SF_MDL00021130	Exhibit 3 of Dube Report ( Facts and Data Considered)		SF_MDL00021130
440	SF_MDL00021840	Exhibit 3 of Dube Report ( Facts and Data Considered)		SF_MDL00021840
441	SF_MDL00021959	Exhibit 3 of Dube Report ( Facts and Data Considered)		SF_MDL00021959
442	SF_MDL00022286	Exhibit 3 of Dube Report ( Facts and Data Considered)		SF_MDL00022286
443	SF_MDL00023576	Exhibit 3 of Dube Report ( Facts and Data Considered)		SF_MDL00023576
444	SF_MDL00023767	Exhibit 3 of Dube Report ( Facts and Data Considered)		SF_MDL00023767
445	SF_MDL00025111	Exhibit 3 of Dube Report ( Facts and Data Considered)		SF_MDL00025111
446	SF_MDL00025880	Exhibit 3 of Dube Report ( Facts and Data Considered)		SF_MDL00025880
447	SF_MDL00025926	Exhibit 3 of Dube Report ( Facts and Data Considered)		SF_MDL00025926
448	SF_MDL00026648	Exhibit 3 of Dube Report ( Facts and Data Considered)		SF_MDL00026648
449	SF_MDL00026901	Exhibit 3 of Dube Report ( Facts and Data Considered)		SF_MDL00026901
450	SF_MDL00027480	Exhibit 3 of Dube Report ( Facts and Data Considered)		SF_MDL00027480
451	SF_MDL00027918	Exhibit 3 of Dube Report ( Facts and Data Considered)		SF_MDL00027918
452	SF_MDL00029811	Exhibit 3 of Dube Report ( Facts and Data Considered)		SF_MDL00029811
453	SF_MDL00030172	Exhibit 3 of Dube Report ( Facts and Data Considered)		SF_MDL00030172
454	SF_MDL00030570	Exhibit 3 of Dube Report ( Facts and Data Considered)		SF_MDL00030570
455	SF_MDL00033260	Exhibit 3 of Dube Report ( Facts and Data Considered)		SF_MDL00033260
456	SF_MDL00033591	Exhibit 3 of Dube Report ( Facts and Data Considered)		SF_MDL00033591
457	SF_MDL00033694	Exhibit 3 of Dube Report ( Facts and Data Considered)		SF_MDL00033694
458	SF_MDL00033702	Exhibit 3 of Dube Report ( Facts and Data Considered)		SF_MDL00033702
459	SF_MDL00034554	Exhibit 3 of Dube Report ( Facts and Data Considered)		SF_MDL00034554
460	SF_MDL00035079	Exhibit 3 of Dube Report ( Facts and Data Considered)		SF_MDL00035079
461	SF_MDL00035266	Exhibit 3 of Dube Report ( Facts and Data Considered)		SF_MDL00035266
462	SF_MDL00165831	Exhibit 3 of Dube Report ( Facts and Data Considered)		SF_MDL00165831
463	SF_MDL00169519	Exhibit 3 of Dube Report ( Facts and Data Considered)		SF_MDL00169519
464	SF_MDL00170777	Exhibit 3 of Dube Report ( Facts and Data Considered)		SF_MDL00170777
465	SF_MDL00173920	Exhibit 3 of Dube Report ( Facts and Data Considered)		SF_MDL00173920
466	SF_MDL00175184	Exhibit 3 of Dube Report ( Facts and Data Considered)		SF_MDL00175184
467	SF_MDL00180213	Exhibit 3 of Dube Report ( Facts and Data Considered)		SF_MDL00180213
468	SF_MDL00185658-5800	Exhibit 3 of Dube Report ( Facts and Data Considered)		SF_MDL00185658-5800
469	SF_MDL00279880	Exhibit 3 of Dube Report ( Facts and Data Considered)		SF_MDL00279880
470	SF_MDL00285672-5676	Exhibit 3 of Dube Report ( Facts and Data Considered)		SF_MDL00285672-5676
471	SF_MDL00298431	Exhibit 3 of Dube Report ( Facts and Data Considered)		SF_MDL00298431
472	SF_MDL00438937-8953	Exhibit 3 of Dube Report ( Facts and Data Considered)		SF_MDL00438937-8953
473	SF_MDL00580721-0726	Exhibit 3 of Dube Report ( Facts and Data Considered)		SF_MDL00580721-0726
474	SF_MDL00582790	Exhibit 3 of Dube Report ( Facts and Data Considered)		SF_MDL00582790
475	SF_MDL00590119	Exhibit 3 of Dube Report ( Facts and Data Considered)		SF_MDL00590119
476	SF_MDL00626796-6820	Exhibit 3 of Dube Report ( Facts and Data Considered)		SF_MDL00626796-6820
477	SF_MDL00634960-5001	Exhibit 3 of Dube Report ( Facts and Data Considered)		SF_MDL00634960-5001
478	SF_MDL00688120	Exhibit 3 of Dube Report ( Facts and Data Considered)		SF_MDL00688120
479	SF_MDL00714547	Exhibit 3 of Dube Report ( Facts and Data Considered)		SF_MDL00714547
480	SF_MDL00717089-7099	Exhibit 3 of Dube Report ( Facts and Data Considered)		SF_MDL00717089-7099
481	SF_MDL00720240-0268	Exhibit 3 of Dube Report ( Facts and Data Considered)		SF_MDL00720240-0268
482	SF_MDL00730343	Exhibit 3 of Dube Report ( Facts and Data Considered)		SF_MDL00730343
483	SF_MDL00769699-9706	Exhibit 3 of Dube Report ( Facts and Data Considered)		SF_MDL00769699-9706
484	SF_MDL00812811-2813	Exhibit 3 of Dube Report ( Facts and Data Considered)		SF_MDL00812811-2813
485	SF_MDL00893380	Exhibit 3 of Dube Report ( Facts and Data Considered)		SF_MDL00893380
486	SF_MDL00900050	Exhibit 3 of Dube Report ( Facts and Data Considered)		SF_MDL00900050
487	SF_MDL00900411	Exhibit 3 of Dube Report ( Facts and Data Considered)		SF_MDL00900411
488	SF_MDL00900452	Exhibit 3 of Dube Report ( Facts and Data Considered)		SF_MDL00900452
489	SF_MDL00944208	Exhibit 3 of Dube Report ( Facts and Data Considered)		SF_MDL00944208
490	SF_MDL00990386	Exhibit 3 of Dube Report ( Facts and Data Considered)		SF_MDL00990386
491	SF_MDL01095152	Exhibit 3 of Dube Report ( Facts and Data Considered)		SF_MDL01095152
492	SF_MDL01096463	Exhibit 3 of Dube Report ( Facts and Data Considered)		SF_MDL01096463
493	SF_MDL01096645	Exhibit 3 of Dube Report ( Facts and Data Considered)		SF_MDL01096645
494	SF_MDL01106204	Exhibit 3 of Dube Report ( Facts and Data Considered)		SF_MDL01106204
495	SF_MDL01244833	Exhibit 3 of Dube Report ( Facts and Data Considered)		SF_MDL01244833

496	SF_MDL01250115	Exhibit 3 of Dube Report ( Facts and Data Considered)	SF_MDL01250115
497	SF_MDL01251440	Exhibit 3 of Dube Report ( Facts and Data Considered)	SF_MDL01251440
498	SF_MDL01253214	Exhibit 3 of Dube Report ( Facts and Data Considered)	SF_MDL01253214
499	SF_MDL01254037-4123	Exhibit 3 of Dube Report ( Facts and Data Considered)	SF_MDL01254037-4123
500	SF_MDL01327582	Exhibit 3 of Dube Report ( Facts and Data Considered)	SF_MDL01327582
501	SF_MDL01348590	Exhibit 3 of Dube Report ( Facts and Data Considered)	SF_MDL01348590
502	SF_MDL01352406	Exhibit 3 of Dube Report ( Facts and Data Considered)	SF_MDL01352406
503	SF_MDL01457335	Exhibit 3 of Dube Report ( Facts and Data Considered)	SF_MDL01457335
504	SF_MDL01459204-9210	Exhibit 3 of Dube Report ( Facts and Data Considered)	SF_MDL01459204-9210
505	SF_MDL01465308	Exhibit 3 of Dube Report ( Facts and Data Considered)	SF_MDL01465308
506	SF_MDL01467029	Exhibit 3 of Dube Report ( Facts and Data Considered)	SF_MDL01467029
507	SF_MDL01467830-7865	Exhibit 3 of Dube Report ( Facts and Data Considered)	SF_MDL01467830-7865
508	SF_MDL01469697	Exhibit 3 of Dube Report ( Facts and Data Considered)	SF_MDL01469697
509	SF_MDL01473615	Exhibit 3 of Dube Report ( Facts and Data Considered)	SF_MDL01473615
510	SF_MDL01474750	Exhibit 3 of Dube Report ( Facts and Data Considered)	SF_MDL01474750
511	SF_MDL01475270	Exhibit 3 of Dube Report ( Facts and Data Considered)	SF_MDL01475270
512	SF_MDL01479265	Exhibit 3 of Dube Report ( Facts and Data Considered)	SF_MDL01479265
513	SF_MDL01482875	Exhibit 3 of Dube Report ( Facts and Data Considered)	SF_MDL01482875
514	SF_MDL01521552	Exhibit 3 of Dube Report ( Facts and Data Considered)	SF_MDL01521552
515	SF_MDL06657623	Exhibit 3 of Dube Report ( Facts and Data Considered)	SF_MDL06657623
516	SFN_MDL000102302	Exhibit 3 of Dube Report ( Facts and Data Considered)	SFN_MDL000102302
517	SFN_MDL000112364	Exhibit 3 of Dube Report ( Facts and Data Considered)	SFN_MDL000112364
518	SFN_MDL000117709-7710	Exhibit 3 of Dube Report ( Facts and Data Considered)	SFN_MDL000117709-7710
519	SFN_MDL000124873-4874	Exhibit 3 of Dube Report ( Facts and Data Considered)	SFN_MDL000124873-4874
520	SFN_MDL000126291-6298	Exhibit 3 of Dube Report ( Facts and Data Considered)	SFN_MDL000126291-6298
521	SFN_MDL000126308-6327	Exhibit 3 of Dube Report ( Facts and Data Considered)	SFN_MDL000126308-6327
522	SFN_MDL000323709-3714	Exhibit 3 of Dube Report ( Facts and Data Considered)	SFN_MDL000323709-3714
523	SFN_MDL000460977	Exhibit 3 of Dube Report ( Facts and Data Considered)	SFN_MDL000460977
524	SFN_MDL000674551-4554	Exhibit 3 of Dube Report ( Facts and Data Considered)	SFN_MDL000674551-4554
525	SFN_MDL000689087	Exhibit 3 of Dube Report ( Facts and Data Considered)	SFN_MDL000689087
526	SFN_MDL000691666-1684	Exhibit 3 of Dube Report ( Facts and Data Considered)	SFN_MDL000691666-1684
527	SFN_MDL000692329-2352	Exhibit 3 of Dube Report ( Facts and Data Considered)	SFN_MDL000692329-2352
528	SFN_MDL000694061-4071	Exhibit 3 of Dube Report ( Facts and Data Considered)	SFN_MDL000694061-4071
529	SFN_MDL000698313-8322	Exhibit 3 of Dube Report ( Facts and Data Considered)	SFN_MDL000698313-8322
530	SFN_MDL000851113-1144	Exhibit 3 of Dube Report ( Facts and Data Considered)	SFN_MDL000851113-1144
531	SFN_MDL001034996	Exhibit 3 of Dube Report ( Facts and Data Considered)	SFN_MDL001034996
532	SFN_MDL001045535	Exhibit 3 of Dube Report ( Facts and Data Considered)	SFN_MDL001045535
533	SFN_MDL001045672	Exhibit 3 of Dube Report ( Facts and Data Considered)	SFN_MDL001045672
534	SFN_MDL001120295	Exhibit 3 of Dube Report ( Facts and Data Considered)	SFN_MDL001120295
535	SFN_MDL001208426	Exhibit 3 of Dube Report ( Facts and Data Considered)	SFN_MDL001208426
536	SFN_MDL001208539	Exhibit 3 of Dube Report ( Facts and Data Considered)	SFN_MDL001208539
537	SFN_MDL001208642-8679	Exhibit 3 of Dube Report ( Facts and Data Considered)	SFN_MDL001208642-8679
538	SFN_MDL001211412	Exhibit 3 of Dube Report ( Facts and Data Considered)	SFN_MDL001211412
539	SFN_MDL001213002	Exhibit 3 of Dube Report ( Facts and Data Considered)	SFN_MDL001213002
540	SFN_MDL001214177	Exhibit 3 of Dube Report ( Facts and Data Considered)	SFN_MDL001214177
541	SFN_MDL001214273	Exhibit 3 of Dube Report ( Facts and Data Considered)	SFN_MDL001214273
542	SFN_MDL537174245	Exhibit 3 of Dube Report ( Facts and Data Considered)	SFN_MDL537174245
543	Price_Gap_Workbook_2014-Q2 – with Protective Order Legend.xlsx (Bates number unavailable – produced natively)	Exhibit 3 of Dube Report ( Facts and Data Considered)	
544	Allenby, G. and J. Brazzell and J. Howell (2014): "Economic Valuation of Product Features," Quantitative Marketing and Economics, Vol. 12, no. 4, 421-456.	Exhibit 4 of Dube Report (References)	2014
545	G.M. Allenby, N. Hardt and P.E. Rossi (2019), "Economic Foundations of Conjoint Analysis," forthcoming in J.P. Dubé and P.E. Rossi (Eds.), Handbook of the Economics of Marketing, Volume 1, North Holland, page 31.	Exhibit 4 of Dube Report (References)	2019
546	Besanko, D., S. Gupta and D. Jain (1998), "Logit Demand Estimation under Competitive Pricing Behavior: An Equilibrium Framework," Management Science, Vol. 44, No. 11, pages 1533-1547.	Exhibit 4 of Dube Report (References)	1998
547	Bronnenberg, B., J.P. Dubé, M. Gentzkow and J. Shapiro (2015), "Do Pharmacists Buy Bayer? Sophisticated Shoppers and the Brand Premium," Quarterly Journal of Economics, Vol. 130, No. 4, pages 1669-1726.	Exhibit 4 of Dube Report (References)	2015
548	Bronnenberg, B., J.P. Dubé and S. Moorthy (2019), "The Economics of Brands and Branding," forthcoming in J.P. Dubé and P.E. Rossi (Eds.), Handbook of the Economics of Marketing, Volume 1, North Holland, page 31.	Exhibit 4 of Dube Report (References)	2019
549	T. A. Cameron and M.D. James (1987), "Estimating Willingness to Pay from Survey Data: An Alternative Pre-Test-MarketEvaluation Procedure," Journal of Marketing Research, 24(4), 389-395.	Exhibit 4 of Dube Report (References)	1987

550	Chintagunta, P.K., J.P. Dubé and V. Singh (2003), "Balancing Profitability and Customer Welfare in a Supermarket Chain," Quantitative Marketing and Economics, Vol. 1, pages 111-147.	Exhibit 4 of Dube Report (References)	2003	
551	Chintagunta, P. K., and H. Nair (2011), "Discrete-Choice Models of Consumer Demand in Marketing," Marketing Science, Vol. 30, No. 6, pages 977-996.	Exhibit 4 of Dube Report (References)	2011	
552	Gowrisankaran, G. and M. Rysman (2012), "Dynamics of Consumer Demand for New Durable Goods," Journal of Political Economy, Vol. 120, No. 6, pages 1173-1219.	Exhibit 4 of Dube Report (References)	2012	
553	Green, P.E. and V.R. Rao (1971), "Conjoint Measurement for Quantifying Judgmental Data," Journal of Marketing Research, Vol. 8, No. 3, pages 355-363.	Exhibit 4 of Dube Report (References)	1971	
554	Hausman, J. A. (1997). "Valuation of New Goods Under Perfect and Imperfect Competition." In T. Bresnahan, and R. J. Gordon (eds.), <i>The Economics of New Goods</i> . Chicago: University of Chicago Press.	Exhibit 4 of Dube Report (References)	1997	
555	Hicks, J.R. (1939). <i>Value and capital: An inquiry into some fundamental principles of economic theory</i> . Oxford: Clarendon Press.	Exhibit 4 of Dube Report (References)	1939	
556	S. Kalish and P. Nelson (1991), "A Comparison of Ranking, Rating and Reservation Price Measurement in Conjoint Analysis," <i>Marketing Letters</i> , 2(4), 327-335.	Exhibit 4 of Dube Report (References)	1991	
557	Klier, T. and J. Linn (2012), "New-vehicle characteristics and the cost of the Corporate Average Fuel Economy standard," <i>The Rand Journal of Economics</i> , Vol. 43, No. 1, pages 186-213.	Exhibit 4 of Dube Report (References)	2012	
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559	Mas-Colell, A., M.D. Whiston and J.R. Greene (1995), <i>Microeconomic Theory</i> . New York: Oxford University Press.	Exhibit 4 of Dube Report (References)	1995	
560	McFadden, D. L. (1981), "Econometric Models of Probabilistic Choice," in <i>Structural Analysis of Discrete Choice</i> , ed.s M. Intrilligator, and Z. Griliches, North-Holland, pages 1395-1457.	Exhibit 4 of Dube Report (References)	1981	
561	McFadden D.L. (1986), "The choice theory approach to market research," <i>Marketing Science</i> , Vol. 5, pages 275-279.	Exhibit 4 of Dube Report (References)	1986	
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579	Consolidated Complaint	Exhibit 7 Dube Deposition		
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684	SF_MDL00002759	Reference 96 Dewhirst Report		SF_MDL00002759
685	SF_MDL00002250 (converted to grayscale).	Reference 97 Dewhirst Report		SF_MDL00002250
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705	Liu R, Hooker NH, Parasidis E, Simons CT. (2017). A natural experiment: Using immersive technologies to study the impact of "All-Natural" labeling on perceived food quality, nutritional content, and liking. <i>Journal of Food Science</i> , 82 (3), 825-833.	Reference 117 Dewhirst Report	2017	
706	2015 NAS Buyer Research, SF_MDL00029811 at 72.	Reference 118 Dewhirst Report	2015	SF_MDL00029811
707	SF_MDL00582790 at 26-39.	Reference 119 Dewhirst Report		SF_MDL00582790

708	Coriell K. (2013, May). Natural American Spirit website evaluation research. Qualitative Topline Results, prepared by TNS Qualitative for RJ Reynolds, 0109 5152, pp. SF_MDL01095159- SF_MDL01095160 (Slide 8-9).	Reference 120 Dewhurst Report	2013	SF_MDL01095159 SF_MDL01095160
709	Coriell K. (2013, May). Natural American Spirit website evaluation research. Qualitative Topline Results, prepared by TNS Qualitative for RJ Reynolds, 0109 5152, p. SF_MDL01095159 (Slide 8).	Reference 121 Dewhurst Report	2013	SF_MDL01095159
710	Dep. of K. Gonzales at 90:5-20.	Reference 122 Dewhurst Report		
711	Dep. of D. DePalma at 69:1-14.	Reference 123 Dewhurst Report		
712	Winter J. (2005). Native Americans. In: J. Goodman (Ed.), Tobacco in History and Culture: An Encyclopedia. Farmington Hills, MI: Charles Scribner's Sons, pp. 375-382.	Reference 124 Dewhurst Report	2005	
713	Santa Fe Natural Tobacco Company. SFNTC Vision Presentations, 0106 9183, p. 77.	Reference 125 Dewhurst Report		
714	SF_MDL_00582790 at Slide 57	Reference 126 Dewhurst Report		SF_MDL 00582790
715	FTC Response, SF_MDL00105363 at 5703 (1997). "Late 1980s" date is based on its attachment to a 1989 SFNTC mailout. (Bates # 50691 1496).	Reference 127 Dewhurst Report		SF_MDL00105363 Bates # 50691 1496
716	FTC Response, SF_MDL00105363 at 5711 (1997).	Reference 128 Dewhurst Report	1997	SF_MDL00105363
717	FTC Response, SF_MDL00105363 at 5722 (1997).	Reference 129 Dewhurst Report	1997	SF_MDL00105363
718	FTC Response, SF_MDL00105363 at 5722 (1997). Also see RJR 50691 1496.	Reference 130 Dewhurst Report	1997	SF_MDL00105363
719	Santa Fe Natural Tobacco Company, 0058 2790 at Slide 54	Reference 131 Dewhurst Report		
720	SFNTC Vision Presentations, SF_MDL01069183 at Slide 6 (metadata date of 2/9/2009).	Reference 132 Dewhurst Report		SF_MDL01069183
721	Dep. of D. DePalma at 192:13-21.	Reference 133 Dewhurst Report		
722	CD Marketing Control, SF_MDL00720240 at 6.	Reference 134 Dewhurst Report		SF_MDL00720240
723	SFNTC Overview, SF_MDL01251440 at 1464 (Slide 25).	Reference 135 Dewhurst Report		SF_MDL01251440
724	SF_MDL01013277	Reference 136 Dewhurst Report		SF_MDL01013277
725	SF_MDL01027712	Reference 137 Dewhurst Report		SF_MDL01027712
726	Dep. of D. DePalma at 30.	Reference 138 Dewhurst Report		
727	Engaging the Future, SF_MDL00177327 at 7333 (Slide 7).	Reference 139 Dewhurst Report		SF_MDL00177327
728	SFNTC Vision Presentations, SF_MDL01069183 at 74 (metadata date of 2/9/2009).	Reference 140 Dewhurst Report		SF_MDL01069183
729	SFTNC Welcome, RAI_2MDL00006237 at 77. Also produced as SF_MDL00900050.	Reference 141 Dewhurst Report		RAI_2MDL00006237 SF_MDL00900050
730	Santa Fe Natural Tobacco, SF_MDL01052611 at 2617 (Slide 7) (emphasis added).	Reference 142 Dewhurst Report		SF_MDL01052611
731	Evolution 2.0, SF_MDL01088001 at 379-80 (2011) (emphasis added).	Reference 143 Dewhurst Report	2011	SF_MDL01088001
732	2012 Strategic Plan, SF_MDL00016901 at 18 (emphasis added).	Reference 144 Dewhurst Report	2012	SF_MDL00016901
733	RAI Form 10-K, FY Ending 12/31/11 at 9 (emphasis added).	Reference 145 Dewhurst Report	2011	
734	Natural American Spirit Website Evaluation Research, SF_MDL01095152 at 5169 (2013) (bold added, italics in original).	Reference 146 Dewhurst Report	2013	SF_MDL01095152
735	Natural American Spirit Cigarettes Creative Brief, SF_MDL00018763 at 8763 (2013) (emphasis added).	Reference 147 Dewhurst Report	2013	SF_MDL00018763
736	Work in Progress. Additive-Free and Organic – How do we speak simply to this? SF_MDL01142457 at 4259 (2013) (emphasis added).	Reference 148 Dewhurst Report	2013	SF_MDL01142457
737	Consumer Engagement Business & Research Case, SF_MDL00025111 at Slide 5 (2014). (emphasis added).	Reference 149 Dewhurst Report	2014	SF_MDL00025111
738	2014 Strategic Plan for NAS, SF_MDL00015708 at 5724 (Slide 17) (emphasis added).	Reference 150 Dewhurst Report	2014	SF_MDL00015708
739	SNTC Resource Guide Updated 4.1.14, SF_MDL01343352 at 3354.	Reference 151 Dewhurst Report		SF_MDL01343352
740	2015 NAS Buyer Research, SF_MDL00029811 at 70 (emphasis added).	Reference 152 Dewhurst Report	2015	SF_MDL00029811
741	EVB Presentation, SFN_MDL001204312 at 4316 (metadata date 20160804) (emphasis added).	Reference 153 Dewhurst Report		SFN_MDL001204312
742	Susan Cameron Orientation, SF_MDL00580721 at 0722 (Slide 2), 0731-32 (Slides 11-12) & Untitled, SF_MDL01244833 at 4834 (Slide 2), 4844-45 (Slides 12-13).	Reference 154 Dewhurst Report		SF_MDL00580721 SF_MDL01244833
743	Destination Portfolio Update, SF_MDL00035079 at 5082 (Slide 4) (2012) ("How can we differentiate our core product essence beyond additive-free...?"). This not only indicates the felt need to evolve, but confirms that the "core product essence" is "additive-free."	Reference 155 Dewhurst Report	2012	SF_MDL00035079

744	NAS Consumers' Brand Associations, SF_MDL00023767 at 4 (2013) (expanding PPOD "beyond Additive Free & Natural").	Reference 156 Dewhurst Report	2013	SF_MDL00023767
745	2012 Strategic Plan, SF_MDL00016901 at 9 ("Accelerate and nurture the growth of Natural American Spirit through our sustainability enhancements to further differentiate our brand and company from key competitors strengthening our total proposition beyond 'natural' and 'additive-free.'") (italics emphasis added).	Reference 157 Dewhurst Report	2012	SF_MDL00016901
746	Destination Portfolio Update, SF_MDL00035079 at 5083 (Slide 5) (2012) ("Ambiguity surrounding expansive use of descriptive language and trademarked descriptors will continue.")	Reference 158 Dewhurst Report	2012	SF_MDL00035079
747	Susan Cameron Orientation, SF_MDL00580721 at 0735 (Slide 15) ("Key Risks: Regulations with disproportionate impact on NAS. Mitigation – Nomenclature – deeper more flexible proposition").	Reference 159 Dewhurst Report		SF_MDL00580721
748	SFNCT Vision Presentations, SF_MDL01069183 at 76-77 (metadata date of 2/9/2009). Indeed, as early as 1991 SFNTC expressed concerns about FTC or FDA banning use of the term "natural" and indicated its use as a trademark, which eventually was the rationale set forth for retaining this descriptor on NAS packs and in NAS marketing materials. FTC Response, SF_MDL00105363 at 5556-5567 (1997).	Reference 160 Dewhurst Report		SF_MDL01069183 SF_MDL00105363
749	Market SWOT Analysis, SF_MDL00768518 at 8524 (2015) ("As American Society and FDA continues to apply pressure to regulate or ban smoking, NAS Organic products can be positioned to align with the change.")	Reference 161 Dewhurst Report	2015	SF_MDL00768518
750	Review of Existing Business, SF_MDL01337915 at 7998 (Slide 84) ("KEY RISKS ... Loss of key words –natural, additive-free, organic").	Reference 162 Dewhurst Report		SF_MDL01337915
751	Santa Fe Natural Tobacco, SF_MDL01052611 at 2629 (Slide 19) (2010) ("[A]ll of the evolution around our proposition not only increases the depth of the Natural American Spirit story, but continues our strategy of being able to relinquish 'natural' and 'additive-free' if future legislation no longer allows us the use of these terms.")	Reference 163 Dewhurst Report	2010	SF_MDL01052611
752	Brand Update, SF_MDL00624407 at 4440 (2011) ("Going Beyond Natural: Objective: Focused approach to sustainability to further reinforce our positioning, strengthen our differentiation and prepare for legislative changes ... Prepare for loss of expansive use of descriptor language.")	Reference 164 Dewhurst Report	2011	SF_MDL00624407
753	2014 Strategic Plan for NAS, SF_MDL00015708 at 5726 (Slide 19) ("Messaging evolution development to position our brand for a world in which our ability to utilize certain descriptors may become more limited and/or increased competition.")	Reference 165 Dewhurst Report	2014	SF_MDL00015708
754	Touch Base Post Cressida and Andrew Visit, SF_MDL00893973 (noting Cressida Lozano wanted to "touch base" on "Loss of additive-free, natural, etc." and suggesting potential alternatives including American Spirit straight and American Spirit pure) (2014).	Reference 166 Dewhurst Report	2014	SF_MDL00893973
755	2015-2016 Brand Equity Team Op Plan. "Laser Unicorns Rule the World," SF_MDL00173920 at 6.	Reference 167 Dewhurst Report		SF_MDL00173920
756	Untitled, SF_MDL00582790 at 22, 31.	Reference 168 Dewhurst Report		SF_MDL00582790
757	Untitled, SF_MDL00582790 at 22.	Reference 169 Dewhurst Report		SF_MDL00582790
758	FDA Warning Letter to SFNTC (8/27/15).	Reference 170 Dewhurst Report	8/27/2015	
759	SF_MDL00036578. See also SF_MDL00036601 and 00036814 and 00036857.	Reference 171 Dewhurst Report		SF_MDL00036578 SF_MDL00036601 and 00036814 and 00036857
760	Qualitative Research Findings: 2016 NAS DM Creative Testing, SF_MDL01106204 at 6237 (Slide 34) (2015) ("AS like the specificity of 'Tobacco and Water' ... and also the fact that it seems to rule out other ingredients.")	Reference 172 Dewhurst Report		SF_MDL01106204
761	Additive Free and Organic: How do We Speak Simply to This?, SF_MDL00142458 at 2465 (metadata date 20130910) ("Additive free is 100% whole leaf tobacco and water and that means no additives or flavorings and no stems or scrap tobacco.")	Reference 173 Dewhurst Report		SF_MDL00142458
762	Destination Portfolio Update, SF_MDL00035079 at 5082 (Slide 4) (2012).	Reference 174 Dewhurst Report	2012	SF_MDL00035079

763	Review of Existing Business, SF_MDL01337915 at 7989 (Slide 75) ("Strategic Abstract – There are two key areas that will further strengthen our brand for the short term and long term ... 2. An evolved product proposition that is ownable to NAS and has even more relevancy") (2012).	Reference 175 Dewhurst Report	2012	SF_MDL01337915
764	Susan Cameron Orientation, SF_MDL00580721 (2014).	Reference 176 Dewhurst Report	2014	SF_MDL00580721
765	Destination Portfolio Update, SF_MDL00035079 at 5082 (Slide 4) (2012) ("How can we differentiate our core product essence beyond additive-free....?").	Reference 177 Dewhurst Report	2012	SF_MDL00035079
766	2015-2016 Brand Equity Team Op Plan. "Laser Unicorns Rule the World," SF_MDL00173920 at 9.	Reference 178 Dewhurst Report		SF_MDL00173920
767	Market SWOT Analysis, SF_MDL00768518 at 8524 (2015) (emphasis added). According to metadata accompanying the document, it was in the files of Wydd Chien, a Senior Director in Trade Marketing at SFNTC.	Reference 179 Dewhurst Report	2015	SF_MDL00768518
768	Also see NAS Consumer Focus Group Summary, SF_MDL00897188 (2002 memo from K. Grover to C. Lozano summarizing focus group results and finding "NAS Brand Imagery" was described as "Pure, Wholesome.")	Reference 180 Dewhurst Report		SF_MDL00897188
769	<a href="https://www.merriam-webster.com/dictionary/wholesome.">https://www.merriam-webster.com/dictionary/wholesome.</a>	Reference 181 Dewhurst Report		
770	SFNTC 100% U.S. Grown Concept, SF_MDL01498255 at 8256 (Slide 2) (2010).	Reference 182 Dewhurst Report	2010	SF_MDL01498255
771	SFNTC 100% U.S. Grown Concept, SF_MDL01498255 at 8258 (Slide 4) (2010) (emphasis added).	Reference 183 Dewhurst Report	2010	SF_MDL01498255
772	SFNTC 100% U.S. Grown Concept, SF_MDL01498255 at 8259 (Slide 5) (2010) (emphasis added).	Reference 184 Dewhurst Report	2010	SF_MDL01498255
773	SFNTC 100% U.S. Grown Concept, SF_MDL01498255 at 8262 (Slide 11) (2010) (emphasis added).	Reference 185 Dewhurst Report	2010	SF_MDL01498255
774	Untitled, SF_MDL00582790 at 48 (emphasis added).	Reference 186 Dewhurst Report		SF_MDL00582790
775	Aaker DA. (2003). The power of the branded differentiator. MIT Sloan Management Review, 45 (1), 83-87.	Reference 187 Dewhurst Report	2003	
776	2012 Strategic Plan, SF_MDL00016901 at 6906 (2011) (emphasis added).	Reference 188 Dewhurst Report		SF_MDL00016901
777	Dep. of K. Gonzales at 81: 22-24.	Reference 189 Dewhurst Report		
778	2013 Strategic Plan, Functional Reviews, SF_MDL00625004 at 5006 (emphasis in original).	Reference 190 Dewhurst Report	2013	SF_MDL00625004
779	2013 Strategic Plan, Functional Reviews, SF_MDL00625004 at 5009.	Reference 191 Dewhurst Report	2013	SF_MDL00625004
780	SF_MDL00120419 (3Q 2012).	Reference 192 Dewhurst Report	2012	SF_MDL00120419
781	SF_MDL00121419 (1Q 2013).	Reference 193 Dewhurst Report	2013	SF_MDL00121419
782	SF_MDL00279497 (3Q 2012).	Reference 194 Dewhurst Report	2012	SF_MDL00279497
783	SF_MDL00121420 (1Q 2013).	Reference 195 Dewhurst Report	2013	SF_MDL00121420
784	SF_MDL00120391 (3Q 2012).	Reference 196 Dewhurst Report	2012	SF_MDL00120391
785	SF_MDL00120294 (3Q 2012).	Reference 197 Dewhurst Report	2012	SF_MDL00120294
786	SF_MDL00121421 (4Q 2012)	Reference 198 Dewhurst Report	2012	SF_MDL00121421
787	SF_MDL00180216 (featuring only the front of the packs).	Reference 199 Dewhurst Report		SF_MDL00180216
788	SF_MDL00180218	Reference 200 Dewhurst Report		SF_MDL00180218
789	2014 Strategic Plan for NAS, SF_MDL00015708 at 5709 (Slide 2)	Reference 201 Dewhurst Report	2014	SF_MDL00015708
790	Survey Documentation, SF_MDL00221202 at 1207, 1208 (Rev. 1993).	Reference 202 Dewhurst Report		SF_MDL00221202
791	SF_MDL00138816 at 8818 (1996).	Reference 203 Dewhurst Report	1996	SF_MDL00138816
792	FTC Response, SF_MDL00105363 at 5483 (1997).	Reference 204 Dewhurst Report	1997	SF_MDL00105363
793	Trade Marketing Overview, SF_MDL00810879 at 0915 (comments to Slide 20) (2006) (emphasis added).	Reference 205 Dewhurst Report	2006	SF_MDL00810879
794	SFTNC Welcome, RAI_2MDL00006237 at 6 (underlining in original; bold added). Also produced as SF_MDL00900050.	Reference 206 Dewhurst Report		RAI_2MDL00006237 SF_MDL00900050
795	Summary of Learning, SF_MDL 00034642 at 2 (2012) (emphasis added).	Reference 207 Dewhurst Report	2012	SF_MDL 00034642
796	2013 Strategic Plan, Functional Reviews, SF_MDL00625004 at 5006 (bold emphasis added).	Reference 208 Dewhurst Report	2013	SF_MDL00625004
797	NAS Perceptions Test, SF_MDL00022286 at 58 (2012) (emphasis added).	Reference 209 Dewhurst Report	2012	SF_MDL00022286
798	Santa Fe Natural Tobacco, SF_MDL01052611 at 2622 (Slide 12) (2010) (emphasis added).	Reference 210 Dewhurst Report	2010	SF_MDL01052611
799	NAS Overview, SF_MDL01253214 at 3222 (Slide 9) (emphasis added). See Slide 6 to corroborate that "investment" means marketing spend.	Reference 211 Dewhurst Report		SF_MDL01253214

800	CRM Op Plan, SF_MDL00016841 at 6842 (Slide 2) (emphasis added).	Reference 212 Dewhirst Report		SF_MDL00016841
801	CE Discussion & Workshop, SF_MDL00579911 at 9976 (comments to Slide 10) (emphasis added).	Reference 213 Dewhirst Report		SF_MDL00579911
802	2013 Strategy Day NAS, SF_MDL01250115 at 0116 (Slide 2) (2013) (emphasis added). Also see 2014 Strategic Plan for NAS, SF_MDL00015708 at 5715 (Slide 8) (same) & Susan Cameron Orientation, SF_MDL00580721 at 0727 (Slide 7) (same).	Reference 214 Dewhirst Report		SF_MDL01250115 SF_MDL00015708 SF_MDL00580721
803	The Tipping Point: 2016-2017 Op Plan, SF_MDL00155831 at 24 (emphasis added).	Reference 215 Dewhirst Report		SF_MDL00155831
804	Company Plan Meeting, SF_MDL00185658 at 5668 (Slide 11) (2009).	Reference 216 Dewhirst Report	2009	SF_MDL00185658
805	SFNCT Welcome, RAI_MDL00006237 at 6304-6305 (Slides 68-69) (2009) (emphasis added).	Reference 217 Dewhirst Report	2009	RAI_MDL00006237
806	CRM Op Plan, SF_MDL00016841 at 6856 (2013).	Reference 218 Dewhirst Report	2013	SF_MDL00016841
807	CE Discussion & Workshop, SF_MDL00579911 at 9920.	Reference 219 Dewhirst Report		SF_MDL00579911
808	2012 Strategic Plan, SF_MDL00016901 at 6918 (2011).	Reference 220 Dewhirst Report	2011	SF_MDL00016901
809	Welcome presentation, SF_MDL00168707 at 8716 (2010).	Reference 221 Dewhirst Report	2010	SF_MDL00168707
810	Welcome presentation, SF_MDL00168707 (2010).	Reference 222 Dewhirst Report	2010	SF_MDL00168707
811	Brand Update, SF_MDL00624407 at 4445 (2011) (emphasis added).	Reference 223 Dewhirst Report	2011	SF_MDL00624407
812	NAS Consumer Focus Group Summary, SF_MDL00897188 (2002). See NAS Perceptions Test, SF_MDL00022286 at 43-55 (2012). See SFNCT Natural American Spirit, SF_MDL00167910 at 7933 ("Large brands are now suffering from what some call a 'trust gap' ... A growing number of consumers are concerned that major brands are inherently bad just because they are big.")	Reference 224 Dewhirst Report		SF_MDL00897188 SF_MDL00022286 SF_MDL00167910
813	Company Plan Meeting, SF_MDL00185658 at 5682-83 (Slides 25-26) (2009).	Reference 225 Dewhirst Report	2009	SF_MDL00185658
814	Company Plan Meeting, SF_MDL00185658 at 5671-5672 (Slides 4-5) (2009) (emphasis added).	Reference 226 Dewhirst Report	2009	SF_MDL00185658
815	Brand Update, SF_MDL00624407 at 4439 (2011) (emphasis added).	Reference 227 Dewhirst Report	2011	SF_MDL00624407
816	Brand Update, SF_MDL00624407 at 4445 (2011) (emphasis added).	Reference 228 Dewhirst Report	2011	SF_MDL00624407
817	2012 Strategic Plan, SF_MDL00016901 at 6905 (2011).	Reference 229 Dewhirst Report		SF_MDL00016901
818	SFNCT Vision Presentations, SF_MDL01069183 at Slide 81 (metadata date of 2/9/2009).	Reference 230 Dewhirst Report		SF_MDL01069183
819	NAS Portfolio & MSFT Update, SF_MDL01051806 at 1824.	Reference 231 Dewhirst Report		SF_MDL01051806
820	The Tipping Point: 2016-2017 Op Plan, SF_MDL00165831 at 5884 (Slide 54).	Reference 232 Dewhirst Report		SF_MDL00165831
821	Santa Fe Natural Tobacco, SF_MDL01052611 at 2619 (Slide 9) (2010).	Reference 233 Dewhirst Report	2010	SF_MDL01052611
822	Dep. of D. DePalma at 127:19-24.	Reference 234 Dewhirst Report		
823	NAS Portfolio & MSFT Update, SF_MDL01051806 at 1810.	Reference 235 Dewhirst Report		SF_MDL01051806
824	The Tipping Point: 2016-2017 Op Plan, SF_MDL00165831 at Slide 56.	Reference 236 Dewhirst Report		SF_MDL00165831
825	Calderon.Kara Vol. 1 (7/25/18)	Facts and Data Considered Dewhirst Report	7/25/2018	
826	Calderon.Kara Vol. 2 (9/27/18)	Facts and Data Considered Dewhirst Report	9/27/2018	
827	Calderon.Kara Vol. 3 (9/27/18)	Facts and Data Considered Dewhirst Report	9/27/2018	
828	DeLoach.Kenneth (6/14/18)	Facts and Data Considered Dewhirst Report	6/14/2018	
829	DePalma.David (6/6/18)	Facts and Data Considered Dewhirst Report	6/6/2018	
830	Gonzales.Kimberly (4/10/18)	Facts and Data Considered Dewhirst Report	4/10/2018	
831	Haley.Dan (5/23/18)	Facts and Data Considered Dewhirst Report	5/23/2018	
832	Huyett.Andrew (6/15/18)	Facts and Data Considered Dewhirst Report	6/15/2018	
833	Leslie.Carri (5/18/18)	Facts and Data Considered Dewhirst Report	5/18/2018	
834	Leslie.Carri (7/24/18)	Facts and Data Considered Dewhirst Report	7/24/2018	
835	Little.Michael (6/21/18)	Facts and Data Considered Dewhirst Report	6/21/2018	
836	Lozano.Cressida (5/30/18)	Facts and Data Considered Dewhirst Report	5/30/2018	
837	Trujillo.Stephanie (4/11/18)	Facts and Data Considered Dewhirst Report	4/11/2018	
838	Class Representatives (Benson, Blevins, Chavez, Emmons, Haksal, Hebert, Horne, Litwin, Miller, Murphy, Pontusson, Sproule)	Facts and Data Considered Dewhirst Report		
839	Gregory S. Carpenter, et al., Meaningful Brands from Meaningless Differentiation, 31 J. of Marketing Research 339-350 (Aug. 1994)	Facts and Data Considered Dewhirst Report	8/00/1994	
840	Consumer Reports – Natural Food Labels Survey – 2015 Nationally Representative Phone Survey David A. Aaker, Building Strong Brands	Facts and Data Considered Dewhirst Report	2015	

841	RAI 10-K FY 2010	Facts and Data Considered Dewhirst Report	2010	
842	RAI 10-K FY 2011	Facts and Data Considered Dewhirst Report	2011	
843	RAI 10-K FY 2012	Facts and Data Considered Dewhirst Report	2012	
844	RAI 10-K FY 2013	Facts and Data Considered Dewhirst Report	2013	
845	RAI 10-K FY 2014	Facts and Data Considered Dewhirst Report	2014	
846	RAI 10-K FY 2015	Facts and Data Considered Dewhirst Report	2015	
847	RAI 10-K FY 2016	Facts and Data Considered Dewhirst Report	2016	
848	RAI_2MDL00006237	Facts and Data Considered Dewhirst Report		RAI_2MDL00006237
849	SF_MDL00001308	Facts and Data Considered Dewhirst Report		SF_MDL00001308
850	SF_MDL00015635	Facts and Data Considered Dewhirst Report		SF_MDL00015635
851	SF_MDL00015708	Facts and Data Considered Dewhirst Report		SF_MDL00015708
852	SF_MDL00016841	Facts and Data Considered Dewhirst Report		SF_MDL00016841
853	SF_MDL00016901	Facts and Data Considered Dewhirst Report		SF_MDL00016901
854	SF_MDL00016901	Facts and Data Considered Dewhirst Report		SF_MDL00016901
855	SF_MDL00016947	Facts and Data Considered Dewhirst Report		SF_MDL00016947
856	SF_MDL00018763	Facts and Data Considered Dewhirst Report		SF_MDL00018763
857	SF_MDL00018960	Facts and Data Considered Dewhirst Report		SF_MDL00018960
858	SF_MDL00020035	Facts and Data Considered Dewhirst Report		SF_MDL00020035
859	SF_MDL00020392	Facts and Data Considered Dewhirst Report		SF_MDL00020392
860	SF_MDL00021130	Facts and Data Considered Dewhirst Report		SF_MDL00021130
861	SF_MDL00021248	Facts and Data Considered Dewhirst Report		SF_MDL00021248
862	SF_MDL00021358	Facts and Data Considered Dewhirst Report		SF_MDL00021358
863	SF_MDL00021358	Facts and Data Considered Dewhirst Report		SF_MDL00021358
864	SF_MDL00021840	Facts and Data Considered Dewhirst Report		SF_MDL00021840
865	SF_MDL00021959	Facts and Data Considered Dewhirst Report		SF_MDL00021959
866	SF_MDL00022286	Facts and Data Considered Dewhirst Report		SF_MDL00022286
867	SF_MDL00023079	Facts and Data Considered Dewhirst Report		SF_MDL00023079
868	SF_MDL00023576	Facts and Data Considered Dewhirst Report		SF_MDL00023576
869	SF_MDL00023694	Facts and Data Considered Dewhirst Report		SF_MDL00023694
870	SF_MDL00023767	Facts and Data Considered Dewhirst Report		SF_MDL00023767
871	SF_MDL00025111	Facts and Data Considered Dewhirst Report		SF_MDL00025111
872	SF_MDL00025880	Facts and Data Considered Dewhirst Report		SF_MDL00025880
873	SF_MDL00025926	Facts and Data Considered Dewhirst Report		SF_MDL00025926
874	SF_MDL00026648	Facts and Data Considered Dewhirst Report		SF_MDL00026648
875	SF_MDL00026901	Facts and Data Considered Dewhirst Report		SF_MDL00026901
876	SF_MDL00027918	Facts and Data Considered Dewhirst Report		SF_MDL00027918
877	SF_MDL00029811	Facts and Data Considered Dewhirst Report		SF_MDL00029811
878	SF_MDL00033242	Facts and Data Considered Dewhirst Report		SF_MDL00033242
879	SF_MDL00033591	Facts and Data Considered Dewhirst Report		SF_MDL00033591
880	SF_MDL00034554	Facts and Data Considered Dewhirst Report		SF_MDL00034554
881	SF_MDL00034642	Facts and Data Considered Dewhirst Report		SF_MDL00034642
882	SF_MDL00034986	Facts and Data Considered Dewhirst Report		SF_MDL00034986
883	SF_MDL00035079	Facts and Data Considered Dewhirst Report		SF_MDL00035079
884	SF_MDL00035266	Facts and Data Considered Dewhirst Report		SF_MDL00035266
885	SF_MDL00036012	Facts and Data Considered Dewhirst Report		SF_MDL00036012
886	SF_MDL00036296	Facts and Data Considered Dewhirst Report		SF_MDL00036296
887	SF_MDL00128200	Facts and Data Considered Dewhirst Report		SF_MDL00128200
888	SF_MDL00128203	Facts and Data Considered Dewhirst Report		SF_MDL00128203
889	SF_MDL00138876	Facts and Data Considered Dewhirst Report		SF_MDL00138876
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1049	SFN_MDL529521699	Facts and Data Considered Dewhirst Report	SFN_MDL529521699
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1051	SFN_MDL537175648	Facts and Data Considered Dewhirst Report	SFN_MDL537175648
1052	Dewhirst Deposition (7/21/19)		
1053	Report of Timothy Dewhirst, Ph.D.	Exhibit 1 Dewhirst Deposition	
1054	Article by Timothy Dewhirst: "Into the Black: Marlboro brand architecture, packaging and marketing communication of relative harm."	Exhibit 2 Dewhirst Deposition	
1055	Research Paper by R.W. Pollay and T. Dewhirst Entitled "A Premiere example of the illusion of harm reduction cigarettes in the 1990s."	Exhibit 3 Dewhirst Deposition	

1056	Zoom Insights - SFNTC "100% U.S. Grown" Concept, Qualitative Consumer Learning, 8/9/10.	Exhibit 4 Dewhirst Deposition		
1057	Merriam-Webster website printout of the word "natural."	Exhibit 5 Dewhirst Deposition		
1058	Addiction Commentary - Commentary on Burton et al (2012): The influence of tobacco retail merchandising on tobacco consumption.	Exhibit 6 Dewhirst Deposition		
1059	Article by Timothy Dewhirst Entitled "Price and tobacco marketing strategy: Lessons from 'dark' markets and implications for the WHO Framework Convention on Tobacco Control.	Exhibit 7 Dewhirst Deposition		
1060	Article by Timothy Dewhirst Entitled "Package size matters: Tobacco packaging, retail merchandising and its influence on trial and impulse sales."	Exhibit 8 Dewhirst Deposition		
1061	Article by Timothy Dewhirst and Wonkyong Beth Lee Entitled "Who is the target? Package health warnings and the role of market segmentation."	Exhibit 9 Dewhirst Deposition		
1062	Article by S.J. Anderson, T. Dewhirst, P.M. Ling Entitled "Every document and picture tells a story: Using internal corporate document reviews, semiotics, and content analysis to assess tobacco advertising."	Exhibit 10 Dewhirst Deposition		
1063	Email to David DePalma from Kara Calderon dated 2014/03/21.	Exhibit 11 Dewhirst Deposition	3/21/2014	
1064	Natural American Spirit Cigarettes - Creative Feedback Summary dated 12/17/13.	Exhibit 12 Dewhirst Deposition	12/17/2013	
1065	Email to Kara Calderon from Amy Tapley dated 2013/12/23.	Exhibit 13 Dewhirst Deposition	12/23/2013	
1066	Dewhirst Deposition (8/15/19)			
1067	Article Entitled "Naturally Good: Front-Of-Package Claims As Message Cue."	Exhibit 14 Dewhirst Deposition		
1068	Article Entitled "European And American Perspectives On The Meaning Of Natural."	Exhibit 15 Dewhirst Deposition		
1069	2015 NAS Buyer Research Assessing Source Of Business Within The NAS Portfolio: Report, Dated April 7, 2015.	Exhibit 16 Dewhirst Deposition		
1070	Insights For Discussion Draft, Synthesis Across 1h13 NAS Research Projects, Dated 7/29/2013.	Exhibit 17 Dewhirst Deposition		
1071	Bundle Of Documents Entitled "Santa Fe Natural Tobacco Company - Welcome!!"	Exhibit 18 Dewhirst Deposition		
1072	Chapter 4 Of David Aaker's Book, "A Brand Personality Connects."	Exhibit 19 Dewhirst Deposition		
1073	Chapter 5 Of David Aaker's Book, "The Organization And Its Higher-Purpose Differentiate."	Exhibit 20 Dewhirst Deposition		
1074	Chapter 6 Of David Aaker's Book, "Get Beyond Functional Benefits."	Exhibit 21 Dewhirst Deposition		
1075	Article By Timothy Dewhirst And Robert Sparks Entitled "Brand Mismanagement: Rothmans Cigarette Marketing, 1957-2000.	Exhibit 22 Dewhirst Deposition		
1076	Federal Trade Commission Article Entitled "FTC Accepts Settlement Of Charges That Ads For Winston 'No Additive' Cigarettes Are Deceptive."	Exhibit 23 Dewhirst Deposition		
1077	Article By Timothy Dewhirst And Matthew Farish Entitled "Super Bowl XXXIX: Branded Patriotism," Dated February 10, 2005.	Exhibit 24 Dewhirst Deposition	2/10/2005	
1078	Article Entitled "The Impact Of Cigarette Branding And Plain Packaging On Perceptions Of Product Appeal And Risk Among Young Adults In Norway: A Between-Subjects Experimental Survey."	Exhibit 25 Dewhirst Deposition		
1079	Article Entitled "The Effect Of Cigarette Branding And Plain Packaging On Female Youth In The United Kingdom."	Exhibit 26 Dewhirst Deposition		
1080	Cummings Expert Report			
1081	<a href="http://tobaccoexhibits.musc.edu/">http://tobaccoexhibits.musc.edu/</a>	Page 2 Cummings Report		
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1102	Published scientific articles and official reports (e.g., Surgeon General reports, NCI Monographs, Institute of Medicine reports, etc.)	Page 5 Cummings Report		
1103	Internal documents of tobacco manufacturers relating to the design features, marketing and market research of cigarettes, including, but not limited to NAS cigarettes	Page 5 Cummings Report		
1104	Advertisements for NAS cigarettes including representations on their website	Page 5 Cummings Report		
1105	Correspondence and press statements from the Federal Trade Commission, State Attorneys General, the U.S. Food and Drug Administration, Santa Fe Natural Tobacco Company (SFNTC), and R.J. Reynolds Tobacco Company having to do with the marketing of NAS Cigarettes	Page 5 Cummings Report		
1106	SFNTC, Report on Harmful and Potentially Harmful Constituents, September 2012	Page 6 Cummings Report	9/00/2012	
1107	2009 and 2011 SFNTC internal comparison of deliveries of HPHCs (Harmful and Potentially Harmful Components) in its cigarettes vs. those in the leading competitive brands (SFN_MDL000490879).	Page 6 Cummings Report		SFN_MDL000490879
1108	SFNTC's graph - NAS vs. Market Leading Competition by HPHC (NIC mg/cig)	Page 6 Cummings Report		
1109	SFNTC's graph - NAS vs. Market Leading Competition by HPHC (1.3 Butadiene ug/cig)	Page 7 Cummings Report		
1110	Minn. Tobacco Substance Reporting Form, SF_MDL00045478	Page 7 Cummings Report		SF_MDL00045478
1111	Deposition taken of Michael Anthony Little, a long-time leaf blender and former President of Santa Fe Natural Tobacco Company between November 2011 and July 2017 (deposition taken on June 21, 2018)	Page 7 Cummings Report		
1112	Excerpts of deposition testimony of Michael Anthony Little, June 21, 2018 (Page 20; Lines 12-17)	Page 8 Cummings Report	6/21/2018	
1113	Excerpts of deposition testimony of Michael Anthony Little, June 21, 2018 (Page 20; Lines 18-24)	Page 8 Cummings Report	6/21/2018	
1114	Excerpts of deposition testimony of Michael Anthony Little, June 21, 2018 (Pages 20-21; Lines 25, 1-4)	Page 8 Cummings Report	6/21/2018	
1115	Excerpts of deposition testimony of Michael Anthony Little, June 21, 2018 (Page 22; Lines 17-20)	Page 8 Cummings Report	6/21/2018	
1116	Excerpts of deposition testimony of Michael Anthony Little, June 21, 2018 (Page 22; Lines 21-24)	Page 8 Cummings Report	6/21/2018	
1117	Excerpts of deposition testimony of Michael Anthony Little, June 21, 2018 (Page 23; Lines 20-24)	Page 8 Cummings Report	6/21/2018	
1118	Excerpts of deposition testimony of Michael Anthony Little, June 21, 2018 (Pages 24-25; Lines 22-25, 1-2)	Page 8 Cummings Report	6/21/2018	
1119	Excerpts of deposition testimony of Michael Anthony Little, June 21, 2018 (Page 25; Lines 16-21)	Page 8 Cummings Report	6/21/2018	
1120	SFNTC's former Senior Director of Marketing, Mr. David DePalma deposition testimony of Mr. David DePalma, June 6, 2018	Page 8 Cummings Report	6/6/2018	
1121	Excerpts of deposition testimony of Mr. David DePalma, June 6, 2018 (Page 22; Lines 8-11)	Page 8 Cummings Report	6/6/2018	
1122	Excerpts of deposition testimony of Mr. David DePalma, June 6, 2018 (Pages 49-50; Lines 24-25, 1-6)	Page 8 Cummings Report	6/6/2018	
1123	Excerpts of deposition testimony of Mr. David DePalma, June 6, 2018 (Page 51; Lines 9-15)	Page 8 Cummings Report	6/6/2018	
1124	Deposition of Kara Calderon former brand manager for NAS cigarettes, July 25, 2018 p30-31, lines 19-25, 1-6 & p33, lines 3-20	Page 9 Cummings Report	7/25/2018	

1125	Website, "NAS cigarettes are not safer than other cigarettes." ( <a href="https://www.americanspirit.com/FooterLinks/Faqs">https://www.americanspirit.com/FooterLinks/Faqs</a> )	Page 9 Cummings Report		
1126	Peer-reviewed research conducted by academic researchers (McDaniel PA and Malone RE; 2007; Czoli CD and Hammond D, 2013; Kelly KJ and Manning K, 2014; O'Connor RJ, et al, 2017; Byron et al, 2017; Leas EC, et al 2017, Moran MB, et al, 2017; Agaku et al, 2017; Pearson JL, et al, 2018)	Page 9 Cummings Report		
1127	FDA, Additivefree and Natural Descriptors and Disclaimer Influence on Smokers' Perceptions of Natural American Spirit Cigarettes, Office of Science, Center for Tobacco Products, FDA, August 21, 2015	Page 9 Cummings Report		
1128	National Cancer Institute's Monograph 13: (NCI Monograph 13, Ch. 1, p5)	Page 9 Cummings Report		
1129	B&W 1953; PM Tindall 1992	Page 10 Cummings Report		
1130	2002, the market share for NAS cigarettes was 0.2% and by 2016 it had grown to 2% (Sharma, 2016; Maxwell 2017)	Page 10 Cummings Report		
1131	Letter from health groups to Mitch Zeller at FDA, August 24 2015	Page 10 Cummings Report	8/24/2015	
1132	Kara Calderon, Deposition July 25, 2018, p 18, lines 9-20).	Page 10 Cummings Report	7/25/2018	
1133	Kara Calderon, Deposition July 25, 2018, p18-19, lines 21-25, 1-3	Page 10 Cummings Report	7/25/2018	
1134	Kim Gonzales, Deposition April 20, 2018, p61, lines 2-16 & p113, lines 1-5	Page 10 Cummings Report	4/20/2018	
1135	Kim Gonzales, Deposition April 20, 2018, p75, lines 8-23 & p81 lines 11-24	Page 10 Cummings Report	4/20/2018	
1136	Kara Calderon, Deposition July 25, 2018, p 13-17 (documents)	Page 10 Cummings Report		
1137	Data from the Population Assessment of Tobacco and Health (PATH) Survey conducted in 2013-2014 (Nahas et al, 2018).	Page 10 Cummings Report		
1138	Walters A and Long M, 2012; Schleenbecker R and Hamm U, 2013	Page 11 Cummings Report		
1139	RJR, Reynolds Naturals undated; Arnet JJ, 1999	Page 11 Cummings Report		
1140	SF_MDL00584153 (Filter Specification Report)	Page 11-Footnote 1 Cummings Report		SF_MDL00584153
1141	NCI Monograph 19, 2010	Page 11 Cummings Report		
1142	Blatnik Report, 1957	Page 11 Cummings Report		
1143	FTC, March 3, 1999; Brown, State Attorneys Generals, March 1, 2010; Simoneau, FDA, August 27, 2015	Page 11 Cummings Report		
1144	FTC, March 3, 1999	Page 11 Cummings Report		
1145	Brown, State Attorney Generals, March 1, 2010	Page 11 Cummings Report		
1146	Simoneau and Neuhauser, FDA and RAI, January 19, 2017	Page 12 Cummings Report		
1147	FDA, Additive-free and Natural Descriptors and Disclaimer Influence on Smokers' Perceptions of Natural American Spirit Cigarettes, Office of Science, Center for Tobacco Products, FDA, August 21, 2015	Page 12 Cummings Report		
1148	Deposition of SFNTC corporate representative Carri Leslie taken July 24, 2018	Page 12 Cummings Report	7/24/2018	
1149	Excerpts of deposition testimony of Carri Leslie, July 24, 2018 (Pages 41-42; Lines 22-25, 1-17)	Page 12 Cummings Report	7/24/2018	
1150	Excerpts of deposition testimony of Carri Leslie, July 24, 2018 (Page 48; Lines 9-21)	Page 13 Cummings Report	7/24/2018	
1151	Excerpts of deposition testimony of Carri Leslie, July 24, 2018 (Page 50; Lines 8-19)	Page 13 Cummings Report	7/24/2018	
1152	Excerpts of deposition testimony of Carri Leslie, July 24, 2018 (Pages 52-53; Lines 19-25, 1-7)	Page 13 Cummings Report	7/24/2018	
1153	Excerpts of deposition testimony of Carri Leslie, July 24, 2018 (Pages 37-38; Lines 22-25, 1-5)	Page 13 Cummings Report	7/24/2018	
1154	1993 RJ Reynolds study investigated the use of the descriptor "all natural" (RJ Reynolds, January, 1993).	Page 13 Cummings Report		
1155	1997 Philip Morris research report (Philip Morris, February, 1997).	Page 13 Cummings Report		
1156	November 30, 2015, e-mail from Tatiana Gormley, Research Director at BuzzBack Market Research to Robin Bernstein, Senior Research Manager at Buzzback Market Research (BuzzBack Market Research November 2015 e-mail correspondence).	Page 13 Cummings Report	11/30/2015	
1157	RJ Reynolds history of rewriting and removing from their files research reports that might be relevant in litigation (B&W May 6 1963; RJ Reynolds, December 18, 1969; RJ Reynolds, 1970; RJ Reynolds, November 6, 1975).	Page 14 Cummings Report		

1158	Internal correspondence (B&W, January 25, 1975; RJ Reynolds, August 21, 2001, 1981).	Page 14 Cummings Report		
1159	A 1981 RJ Reynolds memo a (RJ Reynolds, December 8, 1981).	Page 14 Cummings Report	12/8/1981	
1160	A 1991 fax from a New York marketing firm used by RJ Reynolds to conduct marketing research on the Joe Camel campaign notes that "under our current scrutiny, a wise move to rid ourselves of developmental work!" (Young and Rubicam, October 31, 1991).	Page 14 Cummings Report		
1161	BuzzBack Market Research, one conducted in 2014 and the other conducted in 2017 are instructive (see folder labelled Buzzback Ad Analyses 2014 & 2017).	Page 14 Cummings Report		
1162	Buzzback's actual spreadsheet reflecting a sample of "health" responses to the open-ended questions: "Seeing these ads makes me think the Natural American Spirit Brand [fill in the blank] because [fill in the blank]."	Page 15 Cummings Report		
1163	folder labelled Buzzback Ad Analyses 2014 & 2017. Search terms included the following: "health," "safe," "harm," "better for me," "better for you," "bad for me" "bad for you," "good for you," "pure," and "clean." A participant was counted only once even if he or she used more than one of these terms.	Page 15-Footnote 2 Cummings Report		
1164	Internal SFNTC documents suggest a "two week menthol equilibration" period after manufacture. (SFN_MDL000076059 (Email "FW: Organic Portfolio – Pipeline").)	Page 16 Cummings Report		SFN_MDL000076059
1165	A 2013 internal email states plainly: "Menthol needs 14 days to equilibrate before shipping...." (SFN_MDL000362980 (Email "FW: SFNTC Destination Portfolio – Pipeline Production")).	Page 16 Cummings Report		SFN_MDL000362980
1166	Excerpts of deposition testimony of Mr. Michael Little, June 21, 2018 (Page 36; Lines 20-22)	Page 16 Cummings Report	6/21/2018	
1167	Excerpts of deposition testimony of Mr. Michael Little, June 21, 2018 (Pages 36-37; Lines 23-25, 2)	Page 16 Cummings Report	6/21/2018	
1168	Excerpts of deposition testimony of Mr. Michael Little, June 21, 2018 (Page 37; Lines 2-3)	Page 16 Cummings Report	6/21/2018	
1169	Excerpts of deposition testimony of Mr. Michael Little, June 21, 2018 (Page 37; Lines 9-13)	Page 16 Cummings Report	6/21/2018	
1170	Excerpts of deposition testimony of Mr. Michael Little, June 21, 2018 (Page 37; Lines 14-20)	Page 16 Cummings Report	6/21/2018	
1171	Excerpts of deposition testimony of Mr. David DePalma, June 6, 2018 (Page 21; Lines 5-16)	Page 16 Cummings Report	6/6/2018	
1172	Excerpts of deposition testimony of Mr. David DePalma, June 6, 2018 (Page 21; Lines 13-16)	Page 16 Cummings Report	6/6/2018	
1173	Excerpts of deposition testimony of Kenneth DeLoach, June 14, 2018 (Page 122; Lines 19-21)	Page 17 Cummings Report	6/14/2018	
1174	Excerpts of deposition testimony of Kenneth DeLoach, June 14, 2018 (Page 122; Lines 22-25)	Page 17 Cummings Report	6/14/2018	
1175	Excerpts of deposition testimony of Kenneth DeLoach, June 14, 2018 (Page 123; Lines 12-25)	Page 17 Cummings Report	6/14/2018	
1176	Excerpts of deposition testimony of Kenneth DeLoach, June 14, 2018 (Page 124; Lines 1-5)	Page 17 Cummings Report	6/14/2018	
1177	2010 ad claims SFNTC is able to "make a menthol cigarette without adding anything to the tobacco" and explains the mentho is in the filter so "All you're burning is 100% additive-free tobacco."	Page 17 Cummings Report	2010	
1178	2014 "approved response" regarding menthol (SF_MDL 00004644 (Email "RE: approved responses for NAS questions.")) (emphasis added).	Page 18 Cummings Report	2014	SF_MDL 00004644
1179	2010 Customer Care Center employee orientation handbook. (SF_MDL00177512, Customer Care Orientation Packet 2010).	Page 18 Cummings Report	2010	SF_MDL00177512
1180	Webpage script which was "legal approved" in 2007. (SF_MDL00309097).	Page 18 Cummings Report	2007	SF_MDL00309097
1181	2012 focus group report (titled "NAS – Menthol-SF") (SF_MDL00034643, NAS – Menthol SF Summary of Learning).	Page 18 Cummings Report	2012	SF_MDL00034643
1182	Letter from RAI to the FDA in response to their August 2015 warning letter (see page 15, RAI September 15, 2015).	Page 18 Cummings Report		
1183	SFNTC Strategic Plan, SF_MDL00016947	Page 19 Cummings Report		SF_MDL00016947
1184	SFN_MDL000302351	Page 19 Cummings Report		SFN_MDL000302351

1185	Excerpts of deposition testimony of Kara Calderon, July 25, 2018 (Pages 41-42; Lines 21-25, 1-8)	Page 20 Cummings Report	7/25/2018	
1186	Excerpts of deposition testimony of Kara Calderon, July 25, 2018 (Page 42; Lines 10-16)	Page 20 Cummings Report	7/25/2018	
1187	Excerpts of deposition testimony of Kara Calderon, July 25, 2018 (Page 50; Lines 2-20)	Page 20 Cummings Report	7/25/2018	
1188	Excerpts of deposition testimony of Kara Calderon, July 25, 2018 (Page 59; Lines 6-13)	Page 20 Cummings Report	7/25/2018	
1189	Cummings Deposition (7/19/19)			
1190	Amended Notice of Deposition	Exhibit 1 Cummings Deposition		
1191	CV	Exhibit 2 Cummings Deposition		
1192	Expert Witness Report of K. Michael Cummings, PhD, MPH	Exhibit 3 Cummings Deposition		
1193	NSDUH Article, Key Substance Use and Mental Health Indicators in the United States: Results from 1 the 2017 National Survey of Drug Use and Health	Exhibit 4 Cummings Deposition		
1194	2015 FDA Study, Additive-Free and Natural Descriptors and Disclaimer Influence on Smokers' Perceptions of Natural American Spirit Cigarettes	Exhibit 5 Cummings Deposition		
1195	Spreadsheet	Exhibit 6 Cummings Deposition		
1196	Spreadsheet	Exhibit 7 Cummings Deposition		
1197	PDF Document of 2014 Search Terms	Exhibit 8 Cummings Deposition		
1198	PDF Document of 2017 Search Terms	Exhibit 9 Cummings Deposition		
1199	HINTS FDA 2 Public Codebook	Exhibit 10 Cummings Deposition		
1200	American Spirit Style Wheel	Exhibit 11 Cummings Deposition		
1201	Calderon Transcript Excerpt	Exhibit 12 Cummings Deposition		
1202	Cigarette Warnings (1985-Present)	Exhibit 13 Cummings Deposition		
1203	Advertisement, American Spirit Menthol	Exhibit 14 Cummings Deposition		
1204	Zoom Insights Summary of Learning	Exhibit 15 Cummings Deposition		
1205	Article, The Effects of Natural Cigarette Claims on Adolescents' Brand-Related Beliefs, Attitudes, and Intentions	Exhibit 16 Cummings Deposition		
1206	Article, Perceptions of Natural and Additive-Free Cigarettes and Intentions to Purchase	Exhibit 17 Cummings Deposition		
1207	Article, Adolescents' and Adults' Perceptions of Natural, Organic and Additive-Free Cigarettes, and the Required Disclaimers	Exhibit 18 Cummings Deposition		
1208	Article, Use of Imagery and Text that Could Convey Reduced Harm in American Spirit Advertisements	Exhibit 19 Cummings Deposition		
1209	Article, Cigarette Design and Marketing Features are Associated with Increased Smoking Susceptibility and Perception of Reduce Harm Among Smokers in 27 EU	Exhibit 20 Cummings Deposition		
1210	Article, Real. Simple. Deadly. A Pilot Test of Consumer Harm Perceptions in Response to Natural American Spirit Advertising	Exhibit 21 Cummings Deposition		
	NAS			
1211	2001 WSJ article (1982 – founding of the company)	NAS	12/10/2001	yux80c00
1212	Read What America's leading Natural Foods teacher has to say about the advantages of Native American Natural Tobaccos!	NAS		ttph0087
1213	Tobacco Cell Wall Research	NAS	6/00/1988	sxxm0113
1214	What Mail Order Buyers Say About American Spirit	NAS	12/1/1988	stph0087
1215	Analytical Investigation on Cigarette Filter Pellet Material Natural American Spirit	NAS	11/11/1994	tngx0172
1216	Analyses of "American Spirit" Cigarettes	NAS	11/14/1994	kzlx0053
1217	New Brands	NAS	11/0/1994	zkdk0041
1218	Competitive Assessment Report-Natural American Spirit Update	NAS	2/14/1995	jkny0091
1219	2001 RJR compilation of SFNTC newsclips (February 1995, Palm Beach Post; January 1998, Santa Fe New Mexican; April 2000; September 2000; July 2001)	NAS		cmz10d00
1220	Natural American Spirit Blend Microanalysis	NAS	3/15/1995	sqwp0088
1221	All Natural Review	NAS	11/6/1995	ptvf0157
1222	Analytical Investigation Control No. MISC96020-Natural American Spirit; Requisition Code: X96073	NAS	9/5/1996	jlgh0018
1223	The growing popularity of American Spirit-E.M. McAtee	NAS	11/8/1996	jgdl0188
1224	B&W-What's not in our cigarettes is as important as what is in them	NAS	1997	phmm0078
1225	American Indian Tobacco Education Network boycotts NAS	NAS	3/0/1997	sgpj0191
1226	B&W-American Spirit-Product Appeal	NAS	7/0/1997	shmm0078
1227	Competitive Advertising Claims/Issues	NAS	9/9/1997	mgxj0059
1228	RJR printout of NAS webpage	NAS	12/0/1997	pkq15j00

1229	RJR printout of NAS webpage	NAS	11/27/2001	pkq15j00
1230	Lorillard Tobacco Company-No Additive Exploratory Management Summary	NAS	1/19/1998	jxjx0045
1231	Technique Development For The Measurement of Low Level Propylene Glycol in Tobacco /305	NAS	9/8/1998	hypb0221
1232	NAS ad in Esquire Magazine	NAS	10/0/1998	tyhx0061
1233	B&W-Analytical Research Monthly Progress Report - November 1998 / 001	NAS	12/0/1998	hljc0221
1234	B&W-American Spirit Cigarettes / 151	NAS	10/5/1999	yypb0221
1235	R.J. Reynolds Agrees to Acquire Santa Fe Natural for \$320 Million	NAS	11/22/2001	ots17a00
1236	Cigarette Information Highlights: American Spirit	NAS	11/12/2002	hrs10i00
1237	Santa Fe Natural Tobacco Company RAI Board Presentation-September 9, 2005	NAS	9/9/2005	rjpk0223
1238	Article published in Tobacco Control: "I always thought they were all pure tobacco": American smokers' perceptions of "natural" cigarettes and tobacco industry advertising strategies; Patricia A McDaniel, Ruth E Malone; Tobacco Control 2007;16:e7; ( <a href="http://www.tobaccocontrol.com/cgi/content/full/16/6/e7">http://www.tobaccocontrol.com/cgi/content/full/16/6/e7</a> ).	NAS	12/0/2007	
1239	<u>Ad-</u> <a href="https://www.tobaccofreekids.org/pressoffice/2011/americanspirit1.pdf">https://www.tobaccofreekids.org/pressoffice/2011/americanspirit1.pdf</a>	NAS	2011	
1240	Ad- <a href="https://www.tobaccofreekids.org/pressoffice/2011/americanspirit2.pdf">https://www.tobaccofreekids.org/pressoffice/2011/americanspirit2.pdf</a>	NAS	2011	
1241	Article published in Journal of Health Communication: The effects of natural cigarette claims on adolescents' brand-related beliefs, attitudes, and intentions; Kathleen J. Kelly a & Kenneth Manning a Department of Marketing, College of Business , Colorado State University , Fort Collins , Colorado , USA	NAS	3/14/2014	
1242	Campaign for Tobacco Free Kids blog post Now on Newsstands: Is it Sports Illustrated's Swimsuit or Tobacco Issue? <a href="http://www.tobaccofreekids.org/tobacco_unfiltered/post/2015_02_12_si">http://www.tobaccofreekids.org/tobacco_unfiltered/post/2015_02_12_si</a>	NAS	2/12/2015	
1243	Sports Illustrated's published 2015 swimsuit issue	NAS	2/0/2015	
1244	Article published in Chemical Research in Toxicology: Polycyclic Aromatic Hydrocarbons in the Mainstream Smoke of Popular U.S. Cigarettes; An T. Vu,† Kenneth M. Taylor,*,‡ Matthew R. Holman,† Yan S. Ding,‡ Bryan Hearn,‡ and Clifford H. Watson‡	NAS	7/9/2015	
1245	Coalition Letter to the FDA	NAS	8/24/2015	
1246	FDA press release: FDA takes action against three tobacco manufacturers for making "additive-free" and/or "natural" claims on cigarette labeling	NAS	8/27/2015	
1247	Warning Letter from the FDA to Santa Fe Natural Tobacco Company	NAS	8/27/2015	
1248	RAIS's response to the FDA's 8/27/15 Warning Letter	NAS	9/18/2015	
1249	Letter from RAIS to the FDA requesting a meeting to discuss the 8/27/15 Warning Letter	NAS	9/18/2015	
1250	Letter from King & Spalding on behalf of RAIS regarding the 11/18/15 meeting between RAIS and the FDA.	NAS	11/20/2015	
1251	Article published in Tobacco Control: Adolescents' and adults' perceptions of 'natural', 'organic' and 'additive-free' cigarettes, and the required disclaimers; M Justin Byron, Sabeeh A Baig, Kathryn E Moracco, Noel T Brewer	NAS	12/1/2015	
1252	Letter from RAIS to the FDA – supplemental response to the 8/27/15 Warning Letter. RAIS needs the documents in its FOIA request.	NAS	12/2/2015	
1253	Letter from RAIS to the FDA – supplemental response to the 8/27/15 Warning Letter	NAS	2/24/2016	
1254	Campaign for Tobacco Free Kids blog post Sports Illustrated Releases Its Annual Tobacco – Uh, Swimsuit – Issue <a href="http://www.tobaccofreekids.org/tobacco_unfiltered/post/2016_02_24_si">http://www.tobaccofreekids.org/tobacco_unfiltered/post/2016_02_24_si</a>	NAS	2/24/2016	

1255	Article published in Nicotine & Tobacco Research: American Spirit Pack Descriptors and Perceptions of Harm: A Crowdsourced Comparison of Modified Packs; Jennifer L. Pearson, PhD, MPH, Amanda Richardson, PhD, MS, Shari P. Feirman, PhD, MS, Andrea C. Villanti, PhD, MPH, Jennifer Cantrell, DrPH, MPA, Amy Cohn, PhD, Michael Tacelosky, BEE, Thomas R. Kirchner, PhD	NAS	5/10/2016	
1256	Article published in Health Education & Behavior: Perceptions of "Natural" and "Additive-Free" Cigarettes and Intentions to Purchase; Richard J. O'Connor, PhD, M. Jane Lewis, DrPH2, Sarah E. Adkison, MA, Maansi Bansal-Travers, MS, PhD, and K. Michael Cummings, MPH, PhD	NAS	6/8/2016	
1257	SFNCT Timeline (1989)	NAS	1989	yfhx0065
1258	RAIS letter (9/18/15)	NAS		
1259	Discount Tobacco City & Lottery, Inc., et al vs. United States of America, et al. (United States Court of Appeals, Sixth Circuit)	NAS	7/27/2011	
1260	Case Decision-Discount Tobacco City & Lottery, Inc., et al vs. United States of America, et al. (United States Court of Appeals, Sixth Circuit)	NAS	3/19/2012	
1261	Rehearing and Rehearing En Banc Denied: Discount Tobacco City & Lottery, Inc., et al vs. United States of America, et al. (United States Court of Appeals, Sixth Circuit)	NAS	5/31/2012	
1262	Memorandum of Agreement between FDA and RAIS/Santa Fe (Attached as an exhibit to Defendants' 2/23/17 motion to dismiss)	NAS	1/19/2017	
1263	Campaign for Tobacco-Free Kids Press Release: FDA/Santa Fe Natural Tobacco Agreement Fails to Protect the Public from Misleading Claims and Imagery on Natural American Spirit Cigarettes	NAS	3/2/2017	
1264	Article on the CSP Magazine website: Reynolds Gets to Keep 'Natural' Brand Name	NAS	3/6/2017	
1265	Article published in Tobacco Control: Use of Imagery and text that could convey reduced harm in American Spirit advertisements	NAS	3/0/2017	
1266	Article published in Tobacco Control: Misperceptions of harm among Natural American Spirit smokers: results from wave 1 of the Population Assessment of Tobacco and Health (PATH) study (2013-2014)	NAS	3/0/2017	
1267	Editorial in American Journal of Public Health: Natural American Spirit Brand Marketing Casts Health Halo Around Smoking; by Judith J. Prochaska, PhD, MPH, Epperson and Henriksen	NAS	5/0/2017	
1268	General Tobacco Documents			
1269	Pack of camel crush cigarettes	1		
1270	Pack of Camel #9	2		
1271	Carton of American spirit additive free menthol dark green	11		
1272	Bon Appetit April 2019 magazine with American spirit ad	12		
1273	Susan Ivey - redacted - good old days	13		
1274	American spirit roll your own pack	14		
1275	Vuse alto device and flavor pods mint, menthol, mixed berry	15		
1276	6 packs of American spirit cigarette packs	7 composite		
1277	Rolling Stones: The Fortieth Anniversary	AC349		
1278	Glamour	AC352		
1279	Project 1995	AC378		
1280	Exhibit D (SFWeekly Article 5-15-01)-Apology	AC388		
1281	The deposition of Jeanne Bonhomme taken on 3/8/11, 3/23/11 and 3/27/11 marked exhibit 3-A document Bates number 2415000	AC426		
1282	The deposition of Jeanne Bonhomme taken on 3/8/11, 3/23/11 and 3/27/11 marked exhibit 41- Correspondence regarding Parliament Image Study, dated October 4, 1988	AC464		
1283	The deposition of Jeanne Bonhomme taken on 3/8/11, 3/23/11 and 3/27/11 marked exhibit 44-Philip Morris USA Inter-Office Correspondence, dated August 30, 1994	AC467		
1284	Doctrine of Uncertainty - Jet Lincoln to Robert DuPuis	AC654		
1285	01/04/1954; Advertisement: A Frank Statement to Cigarette Smokers	PT00307		
1286	00/00/2003; Raising Kids Who Don't Smoke	PT00425		

1287	01/30/1984; R. J. REYNOLDS TOBACCO COMPANY: Can We have an Open Debate about Smoking?	PT00467		
1288	Composite cigarette advertisements	PT00498		
1289	Composite cigarette advertisements	PT00498A		
1290	Composite cigarette advertisements	PT00498B		
1291	Composite cigarette advertisements	PT00499		
1292	Composite cigarette advertisements	PT00500		
1293	Composite cigarette advertisements	PT00500a		
1294	Composite cigarette advertisements	PT00500b		
1295	Composite cigarette advertisements	PT00502		
1296	Composite cigarette advertisements	PT00503C		
1297	Composite cigarette advertisements	PT00503E		
1298	Composite cigarette advertisements	PT00503F		
1299	Composite cigarette advertisements	PT00504		
1300	VIDEO: Tobacco Institute - Project Truth Video: The Other Side of the Smoking Controversy.	PT00526VA		
1301	Movie Clip - What Cigaraete do you smoke Doctor? More doctors smoke Camels.	PT00543VA		
1302	Movie Clip - Now Voyager w/Bette Davis	PT00544VA		
1303	TV Commercial - Marlboro - Julie London Sings the Marlboro Song	PT00545VA		
1304	Video-To have and to have not	PT00547VA		
1305	VIDEO: World War One movie reel	PT00548VA		
1306	Commercial - Winston - Beverly Hillbillies - Granny and Pearl Smoking Over the Phone	PT00554VA		
1307	Commercial - Winston - Flintstones - Let's Take a Winston Break while the women work (Fred and Barney) version 2	PT00570VA		
1308	VIDEO: I Love Lucy television program and advertisement - Philip Morris Cigarettes (1952)	PT00577VA		
1309	Video - Do you Inhale? [4283] Philip Morris	PT00588VA		
1310	11/17/1953; Memo, Meeting, 9a.m. November 5, 1953 Sloan-Kettering Institute	PT00692		
1311	05/18/1989; Ammonia Technology Conference Minutes Louisville, Kentucky	PT00709		
1312	11/03/1969; Smoking and Health Proposal	PT00718		
1313	06/28/1969; Brown & Williamson Tobacco Company (B&W); Smoking and Health Proposal	PT00719		
1314	00/00/1969; Why One Smokes	PT00959		
1315	07/03/1963; Outgoing cable from Addison Yeaman at Brown & Williamson to Mr. McCormick	PT00978		
1316	02/02/1973; Claude Teague, RJR - Research Planning Memorandum on Some Thoughts About New Brands of Cigarettes For the Youth Market	PT01040		
1317	12/10/1953; Western Union telegram from Paul Hahn, American Tobacco to EA Darr, RJ Reynolds	PT01044		
1318	12/10/1953; NY Times Article, "Tobacco Stock Hit by Cancer Reports; Some Drop to Lows for Year After Medical Warnings, but Industry Spokesman Scoffs"	PT01044A		
1319	Handwritten notes	PT01051		
1320	02/01/1965; Handwritten notes - RA Tamol - Presentation Outline	PT01057		
1321	02/01/1965; Handwritten notes - RA Tamol - Possible Basic Brand Development Areas	PT01057A		
1322	03/07/1974; Moral Issue on FTC Tar	PT01072		
1323	09/17/1975; Barbro Goodman to Leo Meyer, Philip Morris - Marlboro - Marlboro Lights Study Delivery Data	PT01075		
1324	05/07/1984; Memo from R. D Latshow, Philip Morris to AJ Kay, Jr. Suspension of Dow Purchases	PT01097		
1325	11/29/1977; Memo from T.S. Osdene, Philip Morris to R. B. Seligman - Some Comments about the CTR Program	PT01153		
1326	01/10/1978; Memo from T. S. Osdene to File -- CTR Meeting, New York City, January 5, 1978	PT01154		
1327	10/11/1978; Ames test	PT01201		
1328	12/18/1972; Apple Wine Cigarette Project	PT01213		
1329	12/04/1973; Cigarette Concept to Assure R. J. Reynolds a Larger Segment of the Youth Market	PT01233		
1330	07/22/1980; Memo from G.H. Long, RJ Reynolds to E. A. Horrigan, Jr. Re: MDD Report on Teenage Smokers 14-17	PT01237		
1331	05/01/1968; Letter from J. B. Mann, RJ Reynolds to Forth Graders at Geiger School	PT01252		
1332	08/05/1963; Herewith the three volumes of "Project HIPPO I and II."	PT01257		

1333	03/08/1973; Memo from John McCain, RJ Reynolds to J. O. Watson, RJ Reynolds - Re: NFO Preference Share Data-Youth Market	PT01265		
1334	06/06/1972; Letter from T. K. Cahill, RJ Reynolds to Sherry Fine of Batesman School	PT01277		
1335	09/15/1978; Mutagenicity studies on smoke tar fractions	PT01312		
1336	04/07/1950; I have your letter of April 4th on the subject of simulating our RALEIGH package for your candy cigarettes	PT01353		
1337	01/17/1950; We have and thank you for your letter of January 7, 1950 in which you request permission to use the figure on our Raleigh package in the manufacture and sale of candy under the name "Ralette."	PT01355		
1338	03/07/1967; First of all, let me apologize for the delay in answering your letter of February 20 with reference to "the sale of bubble gum and candy in 'cigarette' packages.	PT01357		
1339	12/08/1970; Memo from J. Wakeham, Philip Morris to J.F. Cullman, III -- Re: Best Program for C.T.R.	PT01408		
1340	01/11/1990; A number of your fifth grade students have written R. J. Reynolds Tobacco Company commenting that they do not feel our company should allow the use of our brand names on children's toys and candy cigarettes.	PT01433A		
1341	12/27/1966; Letter from T. K. Cahill of RJ Reynolds to Miss Lloydene Williamson of Philomath Junior-Senior High School	PT01447		
1342	10/23/1980; Younger Adult Smokers	PT01479		
1343	01/03/1966; If you find any needed corrections or changes in the enclosed, please note them at meeting of Counsel on Thursday, January 6.	PT01493		
1344	09/07/1971; I am enclosing for your information a Confidential report from Bill Kloepfer to me on the meeting with Dr. Howard of the AMA.	PT01497		
1345	01/19/1971; Letter from William Lewis, American Cancer Society to Horace Kornegay, The Tobacco Institute	PT01500		
1346	06/14/1983; In furtherance of the agreements reached between yourself and Associated Film Promotions, Inc. representing their client Brown & Williamson Tobacco Corp, I wish to put in summary form the various understandings and details regarding B & W's appearances and usage in your next five scheduled motion pictures.	PT01505		
1347	03/12/1964; Attached is a report of a survey of cigarettes smoking as of early January, based upon returns from approximately 5,000 families and 7,500 individual smokers. YOUTH SMOKING WINSTON	PT01506		
1348	08/20/1970; As I have previously advised you, the dismissal of British-American Tobacco Company Limited as a defendant in the Peters case in Chicago does not relieve our concern over BAT's possible involvement in smoking and health litigation in the future.	PT01515		
1349	05/06/1963; Letter from Jack Johnston, Brown & Williamson to DeBaun Bryant, White and Case	PT01524		
1350	09/02/1987; Letter from Ernie Peoples, Brown & Williamson to Bill Hobbs, The Council for Tobacco Research	PT01525		
1351	12/09/1959; Youth Research Institute 1959 Cigarette Smoking Study Among High School and College Students	PT01533A		
1352	05/02/1963; Letter from Jack, White and Case to Addison Yeaman, B&W	PT01542		
1353	04/04/1978; Memo from Ernest Peoples, B&W to J.E. Edens et al re: CTR Budget	PT01544		
1354	06/12/1970; Memo from Shirley Williams and Bud Roper, Roper Research Associates to Steve Fountaine, Philip Morris - re: Suggestions for Research to Answer Questions Raised on Philip Morris Benchmark Study	PT01546		
1355	09/18/1963; Letter from R. B. Griffith, B&W to John Kirwan, British-American Tobacco	PT01552		
1356	07/18/1973; This is the file and history on the idea we had for a cigarette with full nicotine satisfaction but sharply reduced 'tar'.	PT01553		

1357	06/02/1976; On April 1st 1976 I received a mailing piece from your good selves and a \$1.00 gift voucher off a carton of VANTAGE filter or menthol cigarettes.	PT01565		
1358	06/30/1976; Further to my recent letter regarding your invitation to purchase a carton of Vantage Cigarettes and thereby "save" a dollar, I wish to rephrase my original letter and ask as specifically as possible:	PT01566		
1359	04/07/1972; The letters you and other members of your class wrote to various officials of our Company regarding a WINSTON ad you saw in the Los Angeles Times have come to this department for reply.	PT01577		
1360	03/31/1977; Letter from Robert Seligman, Philip Morris to Max Hauserman, Philip Morris Europe	PT01592		
1361	03/31/1977; Letter from Robert Seligman, Philip Morris to Max Hauserman, Philip Morris Europe	PT01592		
1362	12/17/1984; In our October 23 meeting, you strongly suggested that we need to keep the lines of communication open in anticipation that there will be other occasions requiring a clear dialogue concerning the marketing of Nicorette.	PT01596		
1363	10/18/1979; Superman II (The Movie)	PT01598		
1364	07/30/1957; Letter from EA Darr, RJ Reynolds to Paul Hahn, American Tobacco Company	PT01608		
1365	02/00/1991; Brown and Williamson Report - ROOT Technology A Handbook For Leaf Benders And Product Developers	PT01635		
1366	09/30/1974; 1975 Marketing Plans Presentation Hilton Head September 30, 1974	PT01641		
1367	01/11/1989; Good Morning America	PT01667VA		
1368	VIDEO: 1974; Smoking and Health: The Need to Know	PT01675VA		
1369	VIDEO: 02/03/1983; Interview with Anne Browder, Tobacco Institute by Diane Magnum, TV station WPLG-TV - Miami	PT01680VA		
1370	01/03/1971; CBS News - Face the Nation Interview with Joseph F. Cullman III	PT01681VA		
1371	VIDEO: 06/07/1955; Edward R. Murrow - See It Now	PT01682		
1372	10/20/1983; ABC 20/20 Interview by John Stoessel of Anne Browder, Tobacco Institute	PT01683VL		
1373	CBS News (Episode) on Smoking and Health with Harry Reasoner, includes interview with Hugh Cullman	PT01685VA		
1374	CBS News (Episode) on Smoking and Health with Harry Reasoner, includes interview with Hugh Cullman	PT01685VB		
1375	CBS News (Episode) on Smoking and Health with Harry Reasoner, includes interview with Hugh Cullman	PT01685VC		
1376	Excerpt of Videotape deposition of Robert K. Heimann	PT01691VA		
1377	Excerpt of Videotape deposition of Robert K. Heimann	PT01691VB		
1378	VIDEO: 05/01/1976; Interview of Executives of Philip Morris	PT01699VA		
1379	VIDEO: 02/02/1984; Ted Koppel, ABC Nightline Interview with Edward Horrigan, President, RJ Reynolds	PT01751VA		
1380	1994; Sworn testimony of industry executives before the House Committee chaired by Rep. Henry Waxman	PT01771VA		
1381	Video - CBS Dan Rather Clip - "the smoking war in the United States escalated today giving people who oppose smoking another weapon..." Nicotine with Susan Spencer with C. Everett Koop "just as addictive as heroin and cocaine" with Jack Henningfield "nicotine is a drug" Tobacco Institute response "report unwarranted...since people continue to quit it can't be addictive"	PT01777VA		
1382	10/19/1977; Bill Dunn, Philip Morris to Tom Osdene - Report on Smoker Psychology Program Review	PT01809		
1383	10/15/1987; Project LF Potential Year 1 Marketing Strategy from RJTRDOCS.Com	PT01812a		
1384	02/04/1980; Teenage Smokers (14-17) and New Adult Smokers and Quitters	PT01813		
1385	12/01/1982; Report from Claude Teague, RJ Reynolds to Robert DiMarco -- Nordine Study	PT01820		
1386	05/24/1971; Memo from A.H. Laurene, RJ Reynolds to Murray Senkus Re: Possible IBT Projects	PT01835		

1387	01/23/1975; The test market plan on Turk is the most professional & the most conclusive ever run	PT01836		
1388	01/24/1975; From time to time when describing market categories and target audiences we use reference such as "young smokers," "young market," "youth market," etc.	PT01841		
1389	02/14/1973; Confidential Memo from Ernest Pepples, Brown & Williamson to John Blalock	PT01867		
1390	00/00/1988; List by year of movies for which product was supplied in connection with Charles Pomerantz and Andrew Varela	PT01881		
1391	04/28/1992; Lorillard CTR Inquiry	PT01911		
1392	12/13/1982; Memo from Wayne Juchatz, RJ Reynolds to S. B. Witt - Re: Dr. DiMarco	PT01913		
1393	04/29/1974; Compound W	PT01931		
1394	01/29/1964; Memo from George Weissman, Philip Morris to Joseph F. Cullman, 3rd; Philip Morris re: Surgeon General's Report	PT01933		
1395	10/28/1968; Memo from Carl Thompson, Hill & Knowlton to William Kloepfer, Jr. Hill & Knowlton - Tobacco and Health Research Procedural Memo	PT01941		
1396	02/13/1962; Memo re: The Effects of Smoking Proposal for Further Research Contracts with Battelle	PT01945		
1397	01/24/1975; From time to time when describing market categories and target audiences we use references such as "young smokers," "young market," "youth market", etc.	PT01950		
1398	06/24/1974; Memo from A.W. Spears, Lorillard to Curtis Judge, Lorillard	PT01964		
1399	08/30/1978; Product Information	PT02003		
1400	11/03/1977; Memo fro William Dunn, Philip Morris to Tom Osdene, Philip Morris - Re: Proposed Study by Levy	PT02006		
1401	02/16/1978; Memo from Tom Osdene, Philip Morris to R. B. Seligman, Philip Morris - Re: Roper Study Proposal to Tobacco Institute	PT02007		
1402	02/19/1969; Memo from William Dunn, Philip Morris to Helmut Wakeham, Philip Morris - Re: Jet's Money Offer	PT02009		
1403	02/04/1976; Report by Ernie Pepples, B&W - Re: Industry Response to Cigarette/Health Controversy	PT02023		
1404	10/20/1966; Confidential Memo from John Blalock, B&W to Addison Yeaman, B&W	PT02027		
1405	04/30/1992; Lorillard/CTR Inquiry	PT02038		
1406	03/28/1972; Report by Claude Teague - Re: Research Planning Memorandum on a New Type of Cigarette Delivering a Satisfying Amount of Nicotine with a Reduced "Tar"-to-Nicotine Ratio	PT02044		
1407	12/11/1963; With the expectation of adverse publicity in the forthcoming Release by the Surgeon General's Office on cigarettes, I am wondering if we should take the matter in an aura of defeatism and acceptance, or, if we should utilize the assets at our command and do something that would be timely and in keeping with good business.	PT02045		
1408	12/16/1963; Thanks for your letter of December 11, suggesting a KENT sampling campaign at the time of the release by the Surgeon General's Office.	PT02046		
1409	05/01/1972; Memo by Fred Panzer, TI to Horace Kornegay, TI - Re: The Roper Proposal	PT02050		
1410	02/13/1980; Memo from Richard Smith, Lorillard to A.W. Spears, et al	PT02056		
1411	11/09/1976; Lowered Nicotine Project	PT02057		
1412	Hill and Knowlton Memo - "Forwarding Memorandum"	PT02061		
1413	09/15/1964; Lorillard Sales Position	PT02073		
1414	08/24/1978; Memo from H.D. Steele, B&W to M. J. McCue - Re: Future consumer reaction to nicotine	PT02077		
1415	12/17/1953; Claude Teague, RJ Reynolds to Mr. Hoover - Re: Disclosure of Invention - Filter tip materials undergoing color change on contact with tobacco smoke	PT02078		
1416	07/29/1977; To follow up our telephone conversation of this date, I approve the request of Walter Thompson to present a paper at the ASQC meeting in Chicago.	PT02097		
1417	09/27/1982; NBER Models Of Price Sensitivity By Age/Sex	PT02112		

1418	02/07/1974; French Camel Filter Ad	PT02120		
1419	09/29/1978; Attached is a statement by Bill Shinn concerning the value of Council for Tobacco Research.	PT02123		
1420	10/07/1953; Report by George Weissman, Philip Morris to Robert DuPuis, Philip Morris	PT02125		
1421	04/15/1968; Memo from William Kloepffer, Tobacco Institute to Earle Clements, Tobacco Institute	PT02130		
1422	11/02/1959; Report by Alan Rodgman, RJ Reynolds to Ken Hoover, RJ Reynolds -- Re: The Optimum Composition of Tobacco and its Smoke	PT02141		
1423	00/00/1979; Ammoniation	PT02152		
1424	11/06/1975; Memo from Claude Teague, RJ Reynolds to Frank Colby	PT02155		
1425	08/17/1954; Memo from Carl Thompson, Hill & Knowlton to T. V. Hartnett - Re: Report Through July 31	PT02169		
1426	06/29/1973; Audience testing of "Smoking & Health The Need to Know"	PT02173		
1427	12/18/1969; Memo from Murray Senkus, RJ Reynolds to Max Crohn, RH Reynolds - Re: Invalidation of Some Reports in the Research Department	PT02181		
1428	09/09/1980; Memo from Mr. Knopick, Tobacco Institute to William Kloepper, Tobacco Institute	PT02184		
1429	08/16/1968; Statement by the Tobacco Institute in connection with the report of the Task Force for Smoking and Health.	PT02188		
1430	04/23/1958; Memo from Jet Lincoln, Philip Morris to Robert Millhiser et al, Philip Morris - Re: Two Complexes, a Compound and a Campaign	PT02197		
1431	03/24/1961; Memo from Helmut Wakeham, Philip Morris to Hugh Cullman - Re: Trends of Tar and Nicotine Deliveries Over the Last 5 Years.	PT02199		
1432	04/07/1970; Memo from Helmut Wakeham, Philip Morris to C. H. Goldsmith - Re: Acquisition of INBIFO	PT02201		
1433	08/12/1980; Memo from Tom Osdene, Philip Morris to Robert Seligman, Philip Morris - Re: Evaluation of Major R&D Programs	PT02203		
1434	11/13/1978; Memo from Tom Osdene, Philip Morris to File - Re: Recommendations for Long-Term Plans for CTR	PT02211a		
1435	12/24/1953; Memo from J E Gallagher, Philip Morris to Ray Jones - Re: Johnny Jr.'s Operation	PT02214		
1436	11/19/1986; Philip Morris U.S.A. And Entertainer Milton Berle Introduce 'Great American Smoker's Kit'	PT02216		
1437	01/04/1982; Memo from Tom Osdene, Philip Morris to Wm McDowell - Re: Merrell Dow Smoking Cessation Newsletter	PT02218		
1438	09/06/1985; Memo from R.D. Latshaw, Philip Morris to A. J. Kay, Jr. - Re: Dow Nicorette Situation	PT02221		
1439	12/16/1985; Dow Nicorette	PT02223		
1440	09/19/1969; Draft - Proposal of a New, Consumer-Oriented Business Strategy for RJR Tobacco Company	PT02250		
1441	11/01/1972; Electromyographic Studies of Muscle Relaxation in Smokers.	PT02251		
1442	04/29/1988; John Robinson's California Cases	PT02259		
1443	11/17/1978; Memo from Robert Seligman, Philip Morris to CTR File - Re: Meeting in New York - November 15, 1978	PT02268		
1444	06/01/1973; Research Planning Memorandum on Effects of Ammonia and Its Salts on Smoke Quality	PT02278		
1445	03/15/1973; Meeting Minutes of the Committee of Counsel	PT02286		
1446	11/15/1961; Tobacco and Health - R&D Approach - Presentation to R&D Committee by Dr. H. Wakeham at meeting held in New York Office on 11/15/1961	PT02378		
1447	11/26/1969; Report by Helmut Wakeham, Philip Morris - Re: Smoker Psychology Research Presented to the PM Board of Directors November 26, 1969	PT02380		
1448	06/25/1984; Structured Creativity Conference Delegate Presentations	PT02412		
1449	10/24/1967; BAT R&D Conference - Montreal	PT02416		
1450	03/20/1984; Report re: The Cigarette Consumer	PT02426		
1451	05/16/1988; Tobacco Institute Press Release - Re: Claims that cigarettes are addictive irresponsible and scare tactics	PT02510B		

1452	12/00/1996; Monograph 8: Smoking and Tobacco Control	PT02594		
1453	01/10/1979; Tobacco Institute Publication - Smoking and Health 1964-1979: The Continuing Controversy	PT02602		
1454	06/00/2008; Monograph 19: The Role of the Media in Promoting and Reducing Tobacco Use	PT02606		
1455	11/19/2001; Monograph 13: Risks Associated with Smoking Cigarettes with Low Machine-Measured Yields of Tar and Nicotine	PT02607		
1456	12/01/1978; Tobacco Institute Publication -- The Smoking Controversy: A Perspective	PT02623		
1457	01/24/1972; The Wall Street Journal Article - Defending the Weed: How Embattled Group Uses Tact, Calculation to Blunt Its Opposition	PT02717		
1458	04/20/2000; Reduced-smoke cigarette tested	PT02744		
1459	01/00/1984; An Open Debate	PT02790		
1460	01/1968; True Magazine: to smoke or not to smoke that is still the question	PT02808		
1461	12/09/1935; American Tobacco Publication - Improving the Taste and Character of Cigarette Tobacco with a view to removing irritating products - A Light Smoke	PT02809		
1462	05/20/1963; Letter from Robert Roper, Philip Morris to James Hudley, US Public Health Re: Submittal of Information	PT02817		
1463	00/00/1974; The Cigarette Controversy	PT02824		
1464	01/10/1979; Smoking and Health 1964-1979 - The Continuing Controversy	PT02851		
1465	06/01/1958; Tobacco and Health	PT02861		
1466	08/01/1963; Tobacco and Health Research Vol. 6 No. 2	PT02875		
1467	12/01/1963; Tobacco and Health Research Vol.6 No. 3	PT02876		
1468	04/01/1964; Tobacco and Health Research Vol. 7 No. 1	PT02877		
1469	10/01/1964; Tobacco and Health Research Vo. 7. No. 2	PT02883		
1470	04/14/1954; Tobacco Industry Research Committee Publication - A Scientific Perspective on the Cigarette Controversy	PT02900		
1471	12/21/1953; Life Magazine Article - Smoke Gets in the News	PT03013		
1472	05/01/1981; Federal Trade Commission FTC Report Staff Report On the Cigarette Advertising Investigation	PT03165		
1473	01/01/1968; The Cigarette Controversy: Eight Questions and Answers	PT03169		
1474	08/00/1953; Volume I: A Study of People's Cigarette Smoking Habits and Attitudes	PT03171		
1475	05/00/1980; Volume I; A Study of Public attitudes toward cigarette smoking and the Tobacco Industry in 1980	PT03175		
1476	03/01/1971; BIRD-I A Study of the Quit-Smoking Campaign in Greenfield, Iowa in conjunction with the movie Cold Turkey.	PT03191		
1477	11/20/1967; The Tiderock Corporation Report - The Cigarette Controversy - An Action Program	PT03196		
1478	10/08/1976; R&D Long Range Planning Smoking And Health: Product and Smoke Components	PT03202		
1479	11/26/1974; Domestic Operating Goals (1975)	PT03220		
1480	06/05/1974; New Products	PT03224		
1481	03/01/1983; The NOW brand image	PT03249		
1482	07/15/1980; A Progress Report on Acid-Induced nicotine migration	PT03252		
1483	04/01/1974; Qualitative Consumer Evaluation 4 Winston Lights Positioning'	PT03254		
1484	02/01/1971; The Tobacco Institute - Special Executive Report	PT03266		
1485	02/01/1985; Tobacco Institute -- The Cigarette Controversy: Why More Research is Needed	PT03279		
1486	05/12/1958; Report by British American Tobacco (BAT) re: Report on Visit to USA and Canada	PT03289		
1487	08/14/1973; Claude Teague, RJ Reynolds; Implications and Activities Arising From Correlation of Smoke pH with Nicotine Impact, Other Smoke Qualities, and Cigarette Sales	PT03291		
1488	01/00/1959; Report From Elmo Roper and Associates to Philip Morris -- Volume 1: A study of attitudes toward cigarette smoking and different types of cigarettes	PT03295A		

1489	05/00/1976; A Study of Smokers' Habits and Attitudes with Special Emphasis on Low Tar Cigarettes	PT03309		
1490	04/20/1970; Vantage Advertising Platform and Rationale	PT03312		
1491	00/00/1974; Young Adult Smoker Life Styles and Attitudes	PT03318		
1492	09/25/1989; Report by Patrick Lippiello and Kay Fernandes, RJ Reynolds re: Enhancement of Nicotine Binding to Nicotinic Receptors by Nicotine Levulinate and Levulinic Acid	PT03389		
1493	03/01/1957; RD 14 Smoke Group Program For Coming 12-16 Week Period	PT03397		
1494	02/29/1984; Report by Diane Burrows, RJ Reynolds to G. H. Long, M. Orlowsy, and H. Lees et al of RJ Reynolds re: Young Adult Smokers: Strategies and Opportunities	PT03400		
1495	03/31/1981; Report by Myron Johnston, Philip Morris to Carolyn Levy et al Philip Morris re: Young Smokers Prevalence, Trends, Implications, and Related Demographic Trends	PT03405		
1496	New Business Opportunities Arising from Long-Range Research Planning Tobacco - Health Problem	PT03445		
1497	03/01/1978; Report by F. J. Ryan, Philip Morris to William Dunn, et al Philip Morris re: Exit-Brand Cigarettes - A Study of Ex-Smokers	PT03507		
1498	10/01/1964; Report on Policy Aspects of the Smoking and Health Situation in the USA	PT03550		
1499	05/25/1966; A Review of Animal Studies Conducted at Bio-Research Consultants Inc and the Sloan-Kettering Memorial Institute	PT03561		
1500	05/10/1973; Historical Review of Smoke pH Data And Sales Trends for Competitive Brand Filter Cigarettes	PT03569		
1501	11/29/1971; NFO Profiles for Camel Regular and Filter	PT03572		
1502	12/01/1958; The Youth Research Institute Study Regarding Cigarette Smoking Among 8,112 High School and College Students in 82 Cities Throughout the United States, October - November, 1958	PT03601		
1503	02/02/1953; Survey of Cancer Research with Emphasis upon Possible Carcinogens From Tobacco	PT03608		
1504	07/17/1963; Report by Adison Yeaman, Brown & Williamson re: Implications of Battelle Hippo I & II And the Griffith Filter	PT03615		
1505	00/00/1970; Report by Roper Research Associates to the Tobacco Institute re: A Study of Public Attitudes Toward Cigarette Smoking and the Tobacco Industry in 1970	PT03658		
1506	07/00/1982; A Study of Public Attitudes Toward Cigarette Smoking and The Tobacco Industry in 1982 Volume I	PT03663		
1507	00/00/1972; Motives and Incentives in Cigarette Smoking	PT03677		
1508	06/00/1966; Report by Myron Johnston, Philip Morris to William Dunn, Helmut Wakeham, and Bob Seligman, Philip Morris re: Market Potential of a Health Cigarette-Special Report No. 248	PT03678		
1509	11/15/1961; Presentation by Helmut Wakeham, Philip Morris to R & D Committee re: Tobacco & Health R&D Approach - Presentation to R&D Committee by Dr. H Wakeham	PT03681		
1510	04/28/1955; Confidential Report by Hill & Knowlton to the Tobacco Industry Research Committee re: Public Relations Report to the Tobacco Industry Research Committee April 28, 1955	PT03694		
1511	09/12/1962; The Smoking and Health Problem - A Critical and Objective Appraisal	PT03709A		
1512	06/23/1974; Speech by Murray Senkus of RJ Reynolds to RJR Tobacco International management re: Smoking Satisfaction	PT03746		
1513	01/10/1980; Speech by Horace Kornegay, Tobacco Institute re: Tobacco Institute Annual Meeting - January 10, 1980, NY, NY	PT03777		
1514	02/26/1954; Speech by George Weissman, Philip Morris to NAMA re: Facts versus Fancy	PT03785		
1515	05/16/1988; Report by Surgeon General of the United States C. Everett Koop re: The Health Consequences of Smoking - Nicotine Addiction a report of the Surgeon General 1988	PT03828		

1516	1989; Report by Surgeon General of the United States C. Everett Koop re: Reducing the Health Consequences of Smoking 25 Years of Progress a report of the Surgeon General 1989 Executive Summary	PT03829		
1517	VIDEO: 04/14/1994; Hearings before the Congress of the United States also known as the "Waxman Hearings"	PT03862VA		
1518	03/1964; Confidential Report by the Gallup Organization re: Trends In Public Attitudes On The Possibility Of A Health Hazard in Cigarette Smoking	PT03869		
1519	06/30/1967; Report by the Federal Trade Commission to the Congress of the United States Pursuant To The Federal Cigarette Labeling and Advertising Act	PT03870		
1520	1953; Report by Ted Bates and Company re: Copy Of A Study Of Cigarette Advertising Made By J. W. Burgard 1953	PT03872		
1521	00/00/2006; Federal Trade Commission Cigarette Report For 2006	PT03873		
1522	Gallup Accuses Big Tobacco of Misusing Poll in Court	PT03876		
1523	00/00/2010; How Tobacco Smoke Causes Disease The Biology and Behavioral Basis for Smoking-Attributable Disease	PT03895		
1524	Videotape of Bill Dwyer regarding release of Surgeon General Report: "It was suspect from the start..."	PT04007VA		
1525	Study: Camel No. 9 cigarette ads appeal to teen girls	PT04009		
1526	02/21/2011; Camel No. 9 Cigarette-Marketing Campaign Targeted Young Teenage Girls	PT04010		
1527	02/20/1958; False and Misleading Advertising (Filter-Tip Cigarettes) - Blatnick Hearings - Blatnik hearings. Part 2 to PT03852 with conclusions.	PT04011		
1528	06/13/1928; Regular school is over. SUMMER SCHOOL is starting.	PT04013		
1529	09/09/1927; School days are here. And that means BIG TOBACCO BUSINESS for somebody. Let's get it.	PT04014		
1530	Hypothesis, Raleigh and Belair smokers are motivated to save the R/B coupons to reduce cognitive dissonance occurring from guilt feelings about their smoking habits. A. Raleigh Belair smokers are addicted to cigarette smoking.	PT04063		
1531	07/01/1983; Raleigh/Belair Coupon Situation	PT04063a		
1532	04/00/1982; Vantage and Merit Smokers	PT04182		
1533	Video: Pall Mall Commercial (Don't miss the fun of smoking)	PT04194VA		
1534	00/00/2010; A Report of the Surgeon General How Tobacco Smoke Causes Disease...what it means to you	PT04200		
1535	10/28/1965; Cigarette Psychology, He isn't the Dr. Horn of Plenty	PT04219		
1536	07/00/1971; PM youth survey The New Competition For Marlboro's Franchise	PT04372		
1537	09/02/1983; Lorillard (youth)	PT04387		
1538	02/13/1992; PM market history (Tindall)	PT04400		
1539	VIDEO: 1991; Philip Morris Internal Video re: The Marlboro Story Commitment To Excellence	PT04579VC		
1540	VIDEO: 1995; Cigarette manufacturing plant video of reconstituted tobacco and rolling operation	PT04581VA		
1541	WCVB TV Boston - Tobacco Road and Politics <a href="http://www.tobaccovideos.com/video.php?video_id=1466">http://www.tobaccovideos.com/video.php?video_id=1466</a> Walker Merryman and Sheila Banks 7/20/90	PT04661VA		
1542	Steve Smith's Sunday - The Smoking War "Smokers Fighting Back"	PT04663VA		
1543	Video - Open Questions? The Causes and Effects of SmokingThe Answers We Seek. Tobacco industry casts doubt on scientific research: Part 1 & 2 Video - Open Questions? The Causes and Effects of Smoking	PT04692VC		
1544	VIDEO: 1956; Camel Commercial featuring Mickey Mantle and other baseball legends	PT04700VA		
1545	VIDEO: 1980S Tobacco Institute Internal video featuring Walker Merryman and US Senator Walter D. Huddleston	PT04703VC		
1546	02/22/1988; Interview of Walker Merryman, Spokesman for The Tobacco Institute, Inc. on News 7: 5:30 Live, WJLA TV, Mon. 5:30PM	PT04720VA		

1547	09/08/1988; Interview with Surgeon General C. Everett Koop on CBS 48 Hours, WUSA-TV/CBS Washington, DC 8:00 P.M.	PT04725VA		
1548	VIDEO: Video - New York Times Square 1940's - Camel	PT04733VA		
1549	VIDEO: Philip Morris Commercial "Something wonderful happens when you change to Philip Morris"	PT04736VA		
1550	00/00/1960; Video - Boston Celtics - After the game Bob is ready for the pleasure of a cigarette - Kent - smoked by more scientists and by more educators	PT04761VA		
1551	04/14/1972; Report by Claude Teague, RJ Reynolds Tobacco Co. re: Research Planning Memorandum on The Nature of the Tobacco Business and the Crucial Role of Nicotine Therein	PT04791		
1552	08/28/1978; Reactions to a proposed new 85mm Benson & Hedges among current Benson & Hedges smokers in Dallas	PT04819		
1553	01/19/1978; Memo by E. F. Litzinger, Brown & Williamson to Ted Parrack, et al, Brown & Williamson re: Social Smoking Studies	Pt04820		
1554	09/1953; Elmo Roper Study -- Priority Tabulations From The Elmo Roper Consumer Cigarette Survey for Philip Morris & Co., Ltd. Inc	PT04884		
1555	02/17/1987; Kool Isn't Getting the Starters / 236	PT04906		
1556	11/10/2010; Ending the Tobacco Epidemic, a Tobacco Control Strategic Action Plan for the U. S. Department of Health and Human Services	PT04911		
1557	VIDEO: 1968; Mike Wallace of CBS News -- Special Report 'National Smoking Test'	PT04924VB		
1558	2012; Preventing Tobacco Use Among Youth and Young Adults: A Report of the Surgeon General, 2012	PT04961		
1559	11/23/1956; Monthly Research Report	PT04993		
1560	'There is one thing I distinctly do not like in the color advertising, and that is the intrusion of cigarette advertisements into the comics.'	PT05004		
1561	04/28/1983; As discussed, I guarantee that I will use Brown & Williamson tobacco products in no less than five feature films. - Sylvester Stallone	PT05020		
1562	03/16/1948; 'We have and thank you for your letter of March 12, 1948 in which you request permission to duplicate our packages of Raleigh "903" and Kools cigarettes in your manufacture and sale of candy.'	PT05035		
1563	03/06/1906; Florida Health Notes -- Seventeenth Annual Report of the State Board of Health of Florida, Jacksonville, FL	PT05426		
1564	07/02/1963; Kent "Medical Research" - Kent and the Physician	PT05430		
1565	01/24/2013; New England Journal of Medicine: 50 Year Trends in Smoking-Related Mortality in the United States	PT05436		
1566	02/22/1969; Composite Newspaper Articles: The Cleveland Press "Anti-Cigaret TV Ads Called False, Misleading by Tobacco Official"; Richmond Times Dispatch: "Anti Smoking Ads Criticized"; The New York Times: "Tobacco Executive Hits Anti Smoking Ad"	PT05458		
1567	11/26/2008; Federal Trade Commission (FTC) Press Release -- FTC Rescinds Guidance from 1966 on Statements Concerning Tar and Nicotine Yield	PT05480		
1568	08/00/1981; The Benefits of Cigarettes Exploratory Research	PT05481		
1569	03/21/2003; Shareholder letter urging vote of no on supplemental warnings on lights	PT05484		
1570	Composite Press Releases by Defendant(s)	PT05504		
1571	VIDEO: 06/13/1978; Grease the movie starring John Travolta, Olivia Newton-John, Stockard Channing, and Jeff Conaway	PT05505VA		
1572	09/30/1960; Five for Frills, Chills, Thrills: TV listings for new shows including: the Flintstones	PT05524		
1573	01/01/2013; PRELIMINARY SCIENTIFIC EVALUATION OF THE POSSIBLE PUBLIC~HEALTH EFFECTS OF MENTHOL VERSUS NONMENTHOL CIGARETTES	PT05525		
1574	03/07/1994; ABC News Day One - ti58080027	PT05543		
1575	10/10/1989; RESTRICTED~R&D-B053-89 THE PROJECT ADVERB STUDY OF MARLBORO KS	PT05826		

1576	Composite advertisements for Cubeb cigarettes to treat asthma, catarrh, colds and other ailments	PT05835		
1577	03/00/1990; SOME ADDITIONAL THOUGHTS Philip Morris wants to reevaluate its historic position on smoking and health in three~different venues: 1) public statements which its executives and spokesmen make, 2) legislative and 3) litigation. The overriding admonition is that nothing said can adversely affect our litigation position.	PT05837		
1578	01/06/1965; Memo by William Dunn, Philip Morris to Helmut Wakeham, Philip Morris re: Graham's The Tobacco Situation	PT05838		
1579	10/06/1982; Memo by Diane Burrows, RJ Reynolds to L. W. Hall, RJ Reynolds re: NBER Models of Price Sensitivity by Age/Sex	PT05848		
1580	10/12/1989; Dollar value of YAS Over Time	PT05849		
1581	LIMIT is a 60mm filter cigarette that delivers less than 1 mg of "tar". This cigarette would have equal taste properties to current ultra low "tar" brands -- Now and Carlton -- but~would achieve the absolutely lowest "tar" level of any cigarette in the world.	PT05962		
1582	02/29/1988; Carlton Focus Groups - Atlanta 2/24-25	PT05988		
1583	02/29/1988; Carlton Development Thoughts #2	PT05990		
1584	02/26/1973; Will you please send 500 copies of your latest printing of "Smoking/Health - An Age Old Controversy" ...	PT06002		
1585	Smoking/Health An Age-Old Controversy	PT06003		
1586	12/10/1975; Handwritten notes re: C.T.R. Meeting Yeaman, Gardier, Hockett, Stevens, Judge	PT06007		
1587	09/20/1982; Estimated change in industry trend following federal excise tax increase	PT06015		
1588	00/00/1984; Composite 'Can we have an open debate' advertisements	PT06017		
1589	Geoffrey Bible clip	PT06141VA		
1590	02/09/1994; Committee of Counsel Draft Agenda	PT06188		
1591	03/08/1960; Memo from E. S. Harlow, American Tobacco to H. R. Hanmer and W. R. Harlan, American Tobacco re: American Medical Association's Stand on Cigarette Smoking-Lung Cancer Controversy.	PT06201		
1592	00/00/1990; Kent cigarette re-launch promotional video;	PT06206		
1593	VIDEO: 00/00/1996; 60 minutes presentation: Morgan	PT06207VA		
1594	VIDEO: 00/00/1996; 60 minutes presentation: Schindler	PT06207VB		
1595	VIDEO: 00/00/1996; 60 minutes presentation: Spears	PT06207VC		
1596	VIDEO: 04/15/1997; Deposition Testimony of Alexander Spears	PT06207VD		
1597	09/00/1983; Cigarette Brand Images: An Integration of Results from the Quantitative and Qualitative Phases of the 1983 Brand Image Study	PT06229		
1598	06/09/1987; Focus Groups on Merit's Image, Advertising and the Appeal of "Things"	PT06233		
1599	02/07/1974; I think the French advertisement for Camel Filters is a smash...	PT06234		
1600	05/07/2001; Written Reprimand	PT06238		
1601	04/22/1985; On behalf of all the attendees, I would like to extend our thanks to you and Jeff for your presentation on "The Less Educated Smoker." The presentation has already generated a lot of discussion, as we found it to be most insightful.	PT06254		
1602	01/09/1989; Study says poor, less educated more likely to smoke	PT06255		
1603	01/06/1989; Smokers' Profile: Poorer, Less Educated	PT06256		
1604	Less-Educated Today's Trend Tomorrow's Market ???	PT06257		
1605	03/25/1985; 1985 Strategic Planning Meeting Agenda Monday, March 25	PT06259		
1606	09/14/1959; Life Magazine -- First Person Reports by the Astronauts - One of Seven: First American in Space	PT06262		
1607	00/00/1989; Military YAS Initiative	PT06280		
1608	04/27/1970; Letter from Alan Rodgman, RJ Reynolds to Murray Senkus, RJ Reynolds re: Dr. Chappel	PT06336		
1609	02/19/1970; Letter from Alan Rodgman, RJ Reynolds to Clifford Chappel, Bio-Research Laboratories	PT06337		
1610	1970; Handwritten notes by Alan Rodgman, RJ Reynolds re: Chappel	PT06338		
1611	VIDEO: 00/00/1982; Waxman hearings	PT06352VB		

1612	We Don't Know Montage of Video Clip by TI and Tobacco Reps	PT06504VA		
1613	11/29/1946; Mr. Goodson handed me the label for the chocolate cigarette packages...	PT06509		
1614	08/27/2015; Warning Letter - Santa Fe Natural Tobacco Company, Inc. 8/27/15	PT06523		
1615	Composite photographs of sporting events sponsored by Philip Morris;	PT06538		
1616	Composite photographs of billboard and display advertisements	PT06539		
1617	01/21/1986; Discussion Draft - Sociopolitical Strategy (Draft 1/21/1986)	PT06545		
1618	CBS News interview featuring William Kloepfner, William Dunn, Benjamin Soyaris, Helmut Wakeham on tobacco advertisement- Dunn on warnings	PT06568VB		
1619	05/25/1983; Internal RJ Reynolds video with Ed Horrigan, RJ Reynolds for "the good government fund"	PT06578		
1620	05/31/1985; Retirement Party for Curtis H Judge II	PT06579VA		
1621	8/18/1988; RJ Reynolds Tobacco Company (RJR); New Cigarette Announcement Q&A Book;	PT06813		
1622	8/18/1988; RJ Reynolds Tobacco Company (RJR); Marketing questions for Premier cigarettes;	PT06823		
1623	5/11/1989; RJ Reynolds Tobacco Company (RJR); Cohen, P S; Comprehensive Overview of Consumer Reactions to Premier;	PT06834		
1624	5/1989; RJ Reynolds Tobacco Company (RJR); Omni Magazine Camel Ad;	PT06893		
1625	Vuse Vapor; RJ Reynolds Tobacco Company (RJR); Vuse Vapor Webpages;	PT07051		
1626	2019; Vuse Vapor; RJ Reynolds Tobacco Company (RJR); Composite VUSE commercials;	PT07052		
1627	1/12/1989; ABC News; Koppel, Ted; Interview with Dick Kampe, President of RJ Reynolds regarding Premier Cigarettes;	PT07186VA		
1628	Vuse Promotional Video;	PT07537		
1629	Reynolds Naturals	PT07801		
1630	01/00/1958; Composite Tobacco and Health Newsletters	PT09041		
1631	Camel ads	PTACAML		
1632	Composite cigarette advertisements - Marlboro & Marl Lights	PTAMARB		
1633	Pall Mall ads	PTAPALL		
1634	Video; Parliament ad	PTAPARL0020a		
1635	Winston Light ads	PTAWINS		
1636	2014 Surgeon General's Report	PTSG2014		
1637	2014 Let's Make the Next Generation Tobacco Free (Your Guide to the 50th Anniversary Surgeon General's Report on Smoking and Health)	PTSG2014a		
1638	2014 Executive Summary - The Health Consequences of Smoking - 50 Years of Progress	PTSG2014b		
1639	Video: Benson & Hedges ad	PTVABENS0014		
1640	VIDEO: Marlboro ads	PTVAMARB0023		
1641	Phillip Morris- Removal of Source of Irritation	PTVAPHIL0008		
1642	Video: Winston ad	PTVAWINS0044		
1643	Video: Winston ad	PTVAWINS0059		
1644	Video: Winston ad	PTVAWINS0059		
1645	Andrew Huyett-Corporate Rep Deposition (6/15/18)			
1646	Amended notice of deposition	Exhibit 1 Huyett Deposition		
1647	Graphic user interface document	Exhibit 2 Huyett Deposition		
1648	Consumer data printouts	Exhibit 3 Huyett Deposition		
1649	ALAS user guide	Exhibit 4 Huyett Deposition		
1650	2013 consumer research documents	Exhibit 5 Huyett Deposition		
1651	Huyett notes	Exhibit 6 Huyett Deposition		
1652	Notice of deposition	Exhibit 7 Huyett Deposition		
1653	CMD purchase set questions	Exhibit 8 Huyett Deposition		
1654	Howell Arnold Burkhalter-Corporate Rep Deposition (8/20/18)			
1655	Second Amended Notice of Deposition: Santa Fe Natural Tobacco Company (SFNTC Corporate Representative)	Exhibit 1 Burkhalter Deposition		
1656	Order for the Discovery of Electronically Stored Information	Exhibit 2 Burkhalter Deposition		
1657	E-mail string Bates 893973	Exhibit 3 Burkhalter Deposition		
1658	E-mail string Bates SFN-MDL000009463	Exhibit 4 Burkhalter Deposition		

1659	Kara Calderon-Corporate Rep Deposition (7/25/18)			
1660	SFNTC Orientation Program Participant Guide Bates SF_MDL00574506 to 559	Exhibit 18 Calderon Deposition		
1661	CD Marketing Control Marketing & Company Strategic Assessment Bates SF_MDL00720240 to 267	Exhibit 19 Calderon Deposition		
1662	Slide presentation Bates SFMDL_01244833 to 853	Exhibit 20 Calderon Deposition		
1663	Marketing Study Guide POP versus POD illustration	Exhibit 21 Calderon Deposition		
1664	Slide Presentation Bates SFMDL_01250115 to 134	Exhibit 22 Calderon Deposition		
1665	Color ads	Exhibit 23 Calderon Deposition		
1666	Color ad numbered 0028 4174	Exhibit 24 Calderon Deposition		
1667	Color ads	Exhibit 25 Calderon Deposition		
1668	Palm Beach County advertisement dated 7/15/18	Exhibit 26 Calderon Deposition		
1669	SFNTC NAS Corp Rep Dep Kara Calderon (outline)	Exhibit 27 Calderon Deposition		
1670	Binders A-I (thumb drive)	Exhibit 28 Calderon Deposition		
1671	E-mail string Bates SF_MDL00008060	Exhibit 29 Calderon Deposition		
1672	Santa Fe Natural Tobacco Company Natural American Spirit Presentation Bates SF_MDL00575547 to 5608	Exhibit 30 Calderon Deposition		
1673	Kara Calderon-Corporate Rep Deposition (9/27/18)			
1674	NAS pricing - Q2 2013 update	Exhibit 31 Calderon Deposition		
1675	NAS pricing strategy discussion - September 2010	Exhibit 32 Calderon Deposition		
1676	NAS pricing recommendation	Exhibit 33 Calderon Deposition		
1677	NAS overview and attachments	Exhibit 34 Calderon Deposition		
1678	SFNTC price gap guide	Exhibit 35 Calderon Deposition		
1679	Pricing discussion	Exhibit 36 Calderon Deposition		
1680	SFNTC performance overview	Exhibit 37 Calderon Deposition		
1681	2013 RAI goals	Exhibit 38 Calderon Deposition		
1682	SFNTC organic grade table price list - 2014	Exhibit 39 Calderon Deposition		
1683	RJRT grade table price list - 2014	Exhibit 40 Calderon Deposition		
1684	Inadvertently skipped	Exhibit 41 Calderon Deposition		
1685	Inadvertently skipped	Exhibit 42 Calderon Deposition		
1686	Comparison of costs to produce SFNTC and RJRT	Exhibit 43 Calderon Deposition		
1687	Calderon deposition notes	Exhibit 44 Calderon Deposition		
1688	SFNTC's responses and objections to Plaintiff's first interrogatories - excerpt	Exhibit 45 Calderon Deposition		
1689	Document dated 12-8-11	Exhibit 46 Calderon Deposition		
1690	Organic pricing analysis	Exhibit 47 Calderon Deposition		
1691	Price management	Exhibit 48 Calderon Deposition		
1692	NAS and MLSPP - 9-21-18	Exhibit 49 Calderon Deposition		
1693	SFNTC project charter - 3-7-13	Exhibit 50 Calderon Deposition		
1694	Price management - Q2 2012 update	Exhibit 51 Calderon Deposition		
1695	Excel spreadsheet document and attachments	Exhibit 52 Calderon Deposition		
1696	Notice of continuation of deposition - 8-13-18	Exhibit 53 Calderon Deposition		
1697	NAS - Baltimore, MD price gap documents	Exhibit 53a Calderon Deposition		
1698	NAS pricing overview	Exhibit 54 Calderon Deposition		
1699	Financial spreadsheet - Santa Fe	Exhibit 55 Calderon Deposition		
1700	Kenneth Deloach-Corporate Rep Deposition (6/14/18)			
1701	Notice of Deposition	Exhibit 1 Deloach Deposition		
1702	Specification Report 20077940/1	Exhibit 2 Deloach Deposition		
1703	Specification Report 20007941/1	Exhibit 3 Deloach Deposition		
1704	Specification Report 40003460/1	Exhibit 4 Deloach Deposition		
1705	Specification Report 40003461/1	Exhibit 5 Deloach Deposition		
1706	Final Product Definition Template, P1089	Exhibit 6 Deloach Deposition		
1707	Account Executive Training Program	Exhibit 7 Deloach Deposition		
1708	Memo January 20, 2000	Exhibit 8 Deloach Deposition		
1709	E-mail 7-30-2012	Exhibit 9 Deloach Deposition		
1710	E-mail, 3/27/2013	Exhibit 10 Deloach Deposition		
1711	E-mail, 1/13/2014	Exhibit 11 Deloach Deposition		
1712	E-mail, 4/29/2014	Exhibit 12 Deloach Deposition		
1713	E-mail, 5/30/2014	Exhibit 13 Deloach Deposition		
1714	E-mail, 5/29/2014	Exhibit 14 Deloach Deposition		
1715	Report, December 12, 2013	Exhibit 15 Deloach Deposition		
1716	E-mail, Bates 01335349	Exhibit 16 Deloach Deposition		
1717	Notebook	Exhibit 17 Deloach Deposition		
1718	Title 21, Food and Drugs	Exhibit 18 Deloach Deposition		
1719	Abigail Emmons-PL Deposition (7/10/18)			
1720	Notice of Deposition of Abigail Emmons	Exhibit 1 Emmons Deposition		
1721	Plaintiff Abigail Emmons's Responses to Santa Fe Tobacco Company's First Interrogatories	Exhibit 2 Emmons Deposition		
1722	Surgeon General warnings	Exhibit 3 Emmons Deposition		
1723	T-Mobile website printout	Exhibit 4 Emmons Deposition		
1724	POS Advertisements for American Spirit Cigarettes	Exhibit 5 Emmons Deposition		
1725	American cigarette disclaimers	Exhibit 6 Emmons Deposition		
1726	Albert Lopez-PL Deposition (11/13/18)			

1727	Request for Production	Exhibit 1 Lopez Deposition		
1728	Plaintiff's Response to Santa Fe Natural Tobacco Company's First Interrogatories	Exhibit 2 Lopez Deposition		
1729	Class Action Complaint	Exhibit 3 Lopez Deposition		
1730	U.S. Surgeon General's Cigarette Warnings	Exhibit 4 Lopez Deposition		
1731	Consolidated Complaint	Exhibit 5 Lopez Deposition		
1732	Santa Fe Brand Disclaimers Chronology	Exhibit 6 Lopez Deposition		
1733	Spreadsheet	Exhibit 7 Lopez Deposition		
1734	Carol Murphy-PL Deposition (6/21/18)			
1735	Notice Of Deposition: Carol Murphy	Exhibit 1 Murphy Deposition		
1736	Consolidated Amended Complaint	Exhibit 2 Murphy Deposition		
1737	Class Action Complaint	Exhibit 3 Murphy Deposition		
1738	Consolidated Complaint	Exhibit 4 Murphy Deposition		
1739	Plaintiff Carol Murphy's Response To Santa Fe Tobacco Company's First Requests For Production Of Documents	Exhibit 5 Murphy Deposition		
1740	Plaintiff Carol Murphy's Responses To Santa Fe Natural Tobacco Company's First Interrogatories	Exhibit 6 Murphy Deposition		
1741	Facebook Post 104	Exhibit 7 Murphy Deposition		
1742	US Surgeon General Cigarette Warnings (1985 - Present)	Exhibit 8 Murphy Deposition		
1743	Natural American Spirit Cigarette Brand Disclaimers	Exhibit 9 Murphy Deposition		
1744	Natural American Spirit Current Cigarette Brand Disclaimers	Exhibit 10 Murphy Deposition		
1745	Insomniac Cheesecake Shack Website Printout	Exhibit 11 Murphy Deposition		
1746	Ceyhan Haksal-PL Deposition (7/9/18)			
1747	Notice of Deposition of Cheyan Haksal	Exhibit 1 Haksal Deposition		
1748	Plaintiffs' Response to Santa Fe Natural Tobacco Company's First Interrogatories	Exhibit 2 Haksal Deposition		
1749	Consolidated Complaint	Exhibit 3 Haksal Deposition		
1750	Color copy of ad	Exhibit 4 Haksal Deposition		
1751	Color copy of ad	Exhibit 5 Haksal Deposition		
1752	Color copy of an ad	Exhibit 6 Haksal Deposition		
1753	Color copy of an ad	Exhibit 7 Haksal Deposition		
1754	Rotating Surgeon General warnings	Exhibit 8 Haksal Deposition		
1755	Plaintiff's Response to Santa Fe Tobacco First Request for Production of Documents	Exhibit 9 Haksal Deposition		
1756	Class Action Complaint and Jury Demand	Exhibit 10 Haksal Deposition		
1757	Three pages of signs	Exhibit 11 Haksal Deposition		
1758	Charlene Blevins-PL Deposition (6/25/18)			
1759	Amended Notice of Deposition	Exhibit 1 Blevins Deposition		
1760	Plaintiff's Response to Request for Production	Exhibit 2 Blevins Deposition		
1761	Warning Label Text	Exhibit 3 Blevins Deposition		
1762	Warning Label Text	Exhibit 4 Blevins Deposition		
1763	Disclaimers	Exhibit 5 Blevins Deposition		
1764	Disclaimer	Exhibit 6 Blevins Deposition		
1765	4-18-95 Letter	Exhibit 7 Blevins Deposition		
1766	Copies of Receipts	Exhibit 8 Blevins Deposition		
1767	Interrogatories	Exhibit 9 Blevins Deposition		
1768	Advertisement	Exhibit 10 Blevins Deposition		
1769	Clive Pontusson-PL Deposition (9/7/18)			
1770	Notice of deposition	Exhibit 1 Pontusson Deposition		
1771	Class action complaint	Exhibit 2 Pontusson Deposition		
1772	Plaintiffs response to Santa Fe's first request for production of documents	Exhibit 3 Pontusson Deposition		
1773	Plaintiffs Pontusson's answers to Santa Fe first interrogatories	Exhibit 4 Pontusson Deposition		
1774	Cigarette warning label, 1985 to present	Exhibit 5 Pontusson Deposition		
1775	American Spirit advertising, yellow	Exhibit 6 Pontusson Deposition		
1776	American Spirit advertising, green	Exhibit 7 Pontusson Deposition		
1777	American Spirit advertising, tobacco and water	Exhibit 8 Pontusson Deposition		
1778	Natural American Spirit cigarette brand disclaimers	Exhibit 9 Pontusson Deposition		
1779	Natural American Spirit current cigarette brand disclaimers	Exhibit 10 Pontusson Deposition		
1780	American Spirit advertisement, tobacco and water, orange	Exhibit 11 Pontusson Deposition		
1781	American Spirit advertisement, tobacco and water, blue	Exhibit 12 Pontusson Deposition		
1782	Francisco Chavez-PL Deposition (6/20/18)			
1783	Notice Of Deposition: Francisco Chavez	Exhibit 1 Chavez Deposition		
1784	Consolidated Amended Complaint	Exhibit 2 Chavez Deposition		
1785	Class Action Complaint	Exhibit 3 Chavez Deposition		
1786	Consolidated Complaint	Exhibit 4 Chavez Deposition		
1787	Plaintiff Francisco Chavez's Response To Santa Fe Tobacco Company's First Request For Production Of Documents	Exhibit 5 Chavez Deposition		
1788	Plaintiff Francisco Chavez's Responses To Santa Fe Natural Tobacco Company's First Interrogatories	Exhibit 6 Chavez Deposition		

1789	U.S. Surgeon General Cigarette Warnings (1985-Present)	Exhibit 7 Chavez Deposition		
1790	Natural American Spirit Cigarette Brand Disclaimers	Exhibit 8 Chavez Deposition		
1791	Facebook Post	Exhibit 9 Chavez Deposition		
1792	Advertisement Bates: SF_MDL00001938 And 00000115	Exhibit 10 Chavez Deposition		
1793	Advertisement Bates: SF_MDL00002065 And 00002085	Exhibit 11 Chavez Deposition		
1794	Advertisement Bates: SF_MDL00001967 And 00001992	Exhibit 12 Chavez Deposition		
1795	Advertisement Bates: SF_MDL00001945 And 00002053	Exhibit 13 Chavez Deposition		
1796	Jacques-Rene Hebert-PL Deposition (6/27/18)			
1797	Notice of Deposition	Exhibit 1 Hebert Deposition		
1798	Defendant Santa Fe's First Request for Production	Exhibit 2 Hebert Deposition		
1799	U.S. Surgeon General's cigarette warnings, '85 to present	Exhibit 3 Hebert Deposition		
1800	advertisement, 100 percent additive-free	Exhibit 4 Hebert Deposition		
1801	Natural American Spirit cigarette brand disclaimers 1997-2000	Exhibit 5 Hebert Deposition		
1802	NAS cigarette brand disclaimer	Exhibit 6 Hebert Deposition		
1803	Joshua Horne-PL Deposition (6/12/18)			
1804	Plaintiff's Response to Santa Fe Natural Tobacco Company's First Set of Interrogatories	Exhibit 1 Horne Deposition		
1805	Plaintiff's Response to Santa Fe Natural Tobacco Company's First Request for Production of Documents	Exhibit 2 Horne Deposition		
1806	Screenshot of Web Page	Exhibit 3 Horne Deposition		
1807	Justin Sproule-PL Deposition (6/11/18)			
1808	Plaintiff's Response to Santa Fe Natural Tobacco Company's First Interrogatories and Response to Santa Fe Natural Tobacco Company's First Production of Documents	Exhibit 1 Sproule Deposition		
1809	Surgeon General's Warnings	Exhibit 2 Sproule Deposition		
1810	Natural American Spirit Advertisement	Exhibit 3 Sproule Deposition		
1811	Facebook Post	Exhibit 4 Sproule Deposition		
1812	Instagram Post	Exhibit 5 Sproule Deposition		
1813	Court Record	Exhibit 6 Sproule Deposition		
1814	Facebook Post	Exhibit 7 Sproule Deposition		
1815	Twitter Post	Exhibit 8 Sproule Deposition		
1816	Complaint	Exhibit 9 Sproule Deposition		
1817	Robert Litwin-PL Deposition (5/23/18)			
1818	Advertisement for Natural American Spirit Cigarettes	Exhibit 1 Litwin Deposition		
1819	Cards for brand preferences	Exhibit 2 Litwin Deposition		
1820	Text of an E-Mail	Exhibit 3 Litwin Deposition		
1821	A mailing sent to Mr. Litwin	Exhibit 4 Litwin Deposition		
1822	Rudolph Miller-PL Deposition (7/10/18)			
1823	Interrogatory responses	Exhibit 1 Miller Deposition		
1824	LinkedIn profile	Exhibit 2 Miller Deposition		
1825	Complaint	Exhibit 3 Miller Deposition		
1826	E-mails	Exhibit 4 Miller Deposition		
1827	Sara Benson-PL Deposition (6/22/18)			
1828	Notice Of Deposition: Sara Benson	Exhibit 1 Benson Deposition		
1829	Consolidated Amended Complaint	Exhibit 2 Benson Deposition		
1830	Class Action Complaint	Exhibit 3 Benson Deposition		
1831	Consolidated Complaint	Exhibit 4 Benson Deposition		
1832	Plaintiff Sara Benson's Response To Santa Fe Tobacco Company's First Requests For Production Of Documents	Exhibit 5 Benson Deposition		
1833	Plaintiff Sara Benson's Corrected Response To Santa Fe Natural Tobacco Company's First Interrogatories	Exhibit 6 Benson Deposition		
1834	Receipts	Exhibit 7 Benson Deposition		
1835	Natural American Spirit Cigarette Brand Disclaimers	Exhibit 8 Benson Deposition		
1836	U.S. Surgeon General Cigarette Warnings (1985 - Present)	Exhibit 9 Benson Deposition		
1837	Coupon	Exhibit 10 Benson Deposition		
1838	Nas Consumer Communication - 2009 Pos Exemplars	Exhibit 11 Benson Deposition		
1839	Advertisement Bates: SF_MDL00002186 And 00002202	Exhibit 12 Benson Deposition		
1840	Advertisements Bates: SR_MDL00001938, 00002065, 00001967, 00001945	Exhibit 13 Benson Deposition		
1841	Natural American Spirit Cigarette Brand Disclaimers (1997 - 2000)	Exhibit 14 Benson Deposition		
1842	CV Of Sara Benson	Exhibit 15 Benson Deposition		
1843	Carri Leslie Deposition (5/18/18)			
1844	Amended Notice of Deposition	Exhibit 1 Leslie Deposition		
1845	Reference Manual for Marketing Services	Exhibit 2 Leslie Deposition		
1846	Deposition Excerpts of Kimberly Gonzales	Exhibit 3 Leslie Deposition		
1847	Screenshots	Exhibit 4 Leslie Deposition		
1848	Creative Brief	Exhibit 5 Leslie Deposition		
1849	E-mail to Keith Grover	Exhibit 6 Leslie Deposition		
1850	U.S. Grown Tobacco Study	Exhibit 7 Leslie Deposition		
1851	Qualitative Research Findings	Exhibit 8 Leslie Deposition		
1852	Dictionary.com	Exhibit 9 Leslie Deposition		

1853	DM Research for Discussion	Exhibit 10 Leslie Deposition		
1854	2013 Consumer Engagements	Exhibit 11 Leslie Deposition		
1855	2014 Tri-Gen DM Flow	Exhibit 12 Leslie Deposition		
1856	NAS Net Equity Scores	Exhibit 13 Leslie Deposition		
1857	<b>Carri Leslie Deposition (7/24/18)</b>			
1858	Notice of Deposition	Exhibit 1 Leslie Deposition		
1859	Introduction (Bates SFNMDL 000302351-302415	Exhibit 2 Leslie Deposition		
1860	Decision/Order Docket C-3952	Exhibit 3 Leslie Deposition		
1861	Docket C-3952 Complaint	Exhibit 4 Leslie Deposition		
1862	Journal Article	Exhibit 5 Leslie Deposition		
1863	Assurance of Voluntary Compliance	Exhibit 6 Leslie Deposition		
1864	8/27/15 Santa Fe Warning Letter	Exhibit 7 Leslie Deposition		
1865	8/28/15 King & Spalding Letter w/attachment	Exhibit 8 Leslie Deposition		
1866	Article by Jennifer Pearson	Exhibit 9 Leslie Deposition		
1867	Article by Stefanie Gratale	Exhibit 10 Leslie Deposition		
1868	2017 Article by Jennifer Pearson	Exhibit 11 Leslie Deposition		
1869	The Brand Marketing Vision	Exhibit 12 Leslie Deposition		
1870	Notes/Excerpts from Santa Fe Newsclips	Exhibit 13 Leslie Deposition		
1871	8/19/14 NAS Source of Conversion Buyer Study	Exhibit 14 Leslie Deposition		
1872	Binders (Volumes 1 - 3)	Exhibit 15 Leslie Deposition		
1873	Witness Outline	Exhibit 16 Leslie Deposition		
1874	Schultz/Monde E-mail	Exhibit 17 Leslie Deposition		
1875	<b>Cressida Lozano Deposition (5/30/18)</b>			
1876	Notice of Deposition	Exhibit 1 Lozano Deposition		
1877	Santa Fe Natural Tobacco 2009 Year in Review	Exhibit 2 Lozano Deposition		
1878	RAI Goals	Exhibit 3 Lozano Deposition		
1879	American Spirit	Exhibit 4 Lozano Deposition		
1880	Consumer Engagement Script	Exhibit 5 Lozano Deposition		
1881	Evolving & Elevating, SFNTC Sustainability	Exhibit 6 Lozano Deposition		
1882	NMI Lifestyles of Health	Exhibit 7 Lozano Deposition		
1883	Customer Email	Exhibit 8 Lozano Deposition		
1884	Customer Email	Exhibit 9 Lozano Deposition		
1885	Customer Email	Exhibit 10 Lozano Deposition		
1886	Customer Email	Exhibit 11 Lozano Deposition		
1887	Customer Email	Exhibit 12 Lozano Deposition		
1888	2014 Strategic Plan for NAS	Exhibit 13 Lozano Deposition		
1889	FDA Warning Letter	Exhibit 14 Lozano Deposition		
1890	Request for FDA Meeting	Exhibit 15 Lozano Deposition		
1891	Product Modification Memo	Exhibit 16 Lozano Deposition		
1892	<b>Dan Haley Deposition (5/23/18)</b>			
1893	Notice of Deposition	Exhibit 1 Haley Deposition		
1894	E-mail from Marian Neacsu and testimony: 38:4 - 49:24	Exhibit 2 Haley Deposition		
1895	Zoom Insights Final Draft - 5/10/12 and testimony: 51:18 - 56:12	Exhibit 3 Haley Deposition		
1896	Spreadsheet and testimony: 56:16 through 58:5	Exhibit 4 Haley Deposition		
1897	Zoom Insights Discussion Guide Draft - Franchise and testimony 58:6-59:20	Exhibit 5 Haley Deposition		
1898	Zoom Insights Final Draft - 6/27/12 and testimony: 59:24 - 63:21	Exhibit 6 Haley Deposition		
1899	Causal Report and testimony: 64:14 - 78:7	Exhibit 7 Haley Deposition		
1900	All Outlets Total Report and testimony: 86:19 - 100:3	Exhibit 8 Haley Deposition		
1901	<b>David DePalma Deposition (6/6/18)</b>			
1902	Notice of Deposition	Exhibit 1 DePalma Deposition		
1903	PPDP Cigarette Production Information Form	Exhibit 2 DePalma Deposition		
1904	e-mail with Bates No. 000014093	Exhibit 3 DePalma Deposition		
1905	Creating a Foundation for Continued Growth, Organizational Changes -Update October 2011	Exhibit 4 DePalma Deposition		
1906	Creative Brief entitled "Destination: Portfolio (Super-NAS) Consumer Media	Exhibit 5 DePalma Deposition		
1907	Creative Marketing Stakeholder (CMS) Review	Exhibit 6 DePalma Deposition		
1908	Slide Deck with Bates No. 00284286	Exhibit 7 DePalma Deposition		
1909	Slide Deck with Bates No. 00624407	Exhibit 8 DePalma Deposition		
1910	Natural American Spirit US-Grown Tobacco Study dated May 2011	Exhibit 9 DePalma Deposition		
1911	e-mail Chain with Bates No. 000032643	Exhibit 10 DePalma Deposition		
1912	NAS Perceptions Test dated November 2012	Exhibit 11 DePalma Deposition		
1913	Consumer Marketing Strategic Plan	Exhibit 12 DePalma Deposition		
1914	PowerPoint entitled Consumer Engagement Research and Business Case - April 2014	Exhibit 13 DePalma Deposition		
1915	SFNTC Resource Guide - Updated 4/1/14	Exhibit 14 DePalma Deposition		
1916	Advertisement with Bates No. 00262092	Exhibit 15 DePalma Deposition		
1917	Exhibit Page with Bates No. 00105363	Exhibit 16 DePalma Deposition		
1918	Document marked with Bates No. 01069183	Exhibit 17 DePalma Deposition		

1919	David DePalma Presentation	Exhibit 18 DePalma Deposition		
1920	e-mail Chain with Bates No. 01459818	Exhibit 19 DePalma Deposition		
1921	Advertisement with Bates No. 000046251	Exhibit 20 DePalma Deposition		
1922	<b>Kimberly Gonzales Deposition (4/10/18)</b>			
1923	Notice of Deposition	Exhibit 1 Gonzales Deposition		
1924	SFNTE Orientation Program	Exhibit 2 Gonzales Deposition		
1925	SFNTE Org Chart	Exhibit 3 Gonzales Deposition		
1926	Kimberly Gonzales 2013 Results	Exhibit 4 Gonzales Deposition		
1927	Bates No. SF_MDL00895521	Exhibit 5 Gonzales Deposition		
1928	Kimberly Gonzales 2014 Results	Exhibit 6 Gonzales Deposition		
1929	Kimberly Gonzales 2015 Results	Exhibit 7 Gonzales Deposition		
1930	SFNTE: Santa Fe 101	Exhibit 8 Gonzales Deposition		
1931	Santa Fe 101 list of certifications	Exhibit 9 Gonzales Deposition		
1932	Santa Fe 101 Screen Captures with Voiceovers	Exhibit 10 Gonzales Deposition		
1933	Santa Fe 101 Consolidate Script	Exhibit 11 Gonzales Deposition		
1934	Creative Brief, 12/1/14	Exhibit 12 Gonzales Deposition		
1935	Creative Brief, 7/28/15	Exhibit 13 Gonzales Deposition		
1936	January 19, 1989 letter, Strasburg to Miller	Exhibit 14 Gonzales Deposition		
1937	Media Research Update, March 2014	Exhibit 15 Gonzales Deposition		
1938	Media Research & Analysis, 2013-2014	Exhibit 16 Gonzales Deposition		
1939	2016 Media Plan	Exhibit 17 Gonzales Deposition		
1940	2013 NAS Ad Tracking	Exhibit 18 Gonzales Deposition		
1941	2015-2016 Brand Equity Team Op Plan	Exhibit 19 Gonzales Deposition		
1942	Information about SF_MDL00033279	Exhibit 20 Gonzales Deposition		
1943	Assurance of Voluntary Compliance	Exhibit 21 Gonzales Deposition		
1944	Photograph	Exhibit 22 Gonzales Deposition		
1945	Natural Tastes Better ad	Exhibit 23 Gonzales Deposition		
1946	NCI Tobacco Control Monograph Series #19	Exhibit 24 Gonzales Deposition		
1947	<b>Michael Anthony Little Deposition (6/21/18)</b>			
1948	Notice of Deposition: Mike Little	Exhibit 1 Little Deposition		
1949	Article; 3 Guys. 1 Crazy Idea.	Exhibit 2 Little Deposition		
1950	Our Products/About NAS, General/Health effects/ Nitrosamines	Exhibit 3 Little Deposition		
1951	IARC Monographs	Exhibit 4 Little Deposition		
1952	Tobacco 101	Exhibit 5 Little Deposition		
1953	Email chain dated 2013-02-21	Exhibit 6 Little Deposition		
1954	Destination Portfolio Update	Exhibit 7 Little Deposition		
1955	Email dated 2010-01-13	Exhibit 8 Little Deposition		
1956	Our Tobaccos - Mike Little	Exhibit 9 Little Deposition		
1957	Data from 2009 US Cigarette Market Survey Results (P Murphy, J Bodnar, W Morgan)	Exhibit 10 Little Deposition		
1958	Email dated 2011-04-19	Exhibit 11 Little Deposition		
1959	Santa Fe Natural Tobacco Company Harmful & Potentially Harmful Constituents	Exhibit 12 Little Deposition		
1960	U.S.C.A. 387 Definitions Effectiveness: June 22, 2007	Exhibit 13 Little Deposition		
1961	2014 - Strategic Plan for NAS Background	Exhibit 14 Little Deposition		
1962	2015 RAI Goals	Exhibit 15 Little Deposition		
1963	Santa Fe Natural Tobacco Company Memorandum dated 12/8/2011	Exhibit 16 Little Deposition		
1964	Average Carton & Pack Prices by Styles 2009-2015	Exhibit 17 Little Deposition		
1965	United States Securities and Exchange Commission Form 10-K	Exhibit 18 Little Deposition		
1966	<b>Stephanie Trujillo Deposition (4/11/18)</b>			
1967	Notice of Deposition	Exhibit 1 Trujillo Deposition		
1968	SFNTE Orientation Program	Exhibit 2 Trujillo Deposition		
1969	Performance Evaluation, 3/07 to 12/31/07	Exhibit 3 Trujillo Deposition		
1970	Job Description, 5/29/07	Exhibit 4 Trujillo Deposition		
1971	Job Description, 2/5/10	Exhibit 5 Trujillo Deposition		
1972	CRM 1/12/15	Exhibit 6 Trujillo Deposition		
1973	Customer Care Center Power Point	Exhibit 7 Trujillo Deposition		
1974	Business Continuity Plan, Customer Care	Exhibit 8 Trujillo Deposition		
1975	Santa Fe 101	Exhibit 9 Trujillo Deposition		
1976	Pau27@rocketmail.com E-mails	Exhibit 10 Trujillo Deposition		
1977	Daryl170@yahoo.com E-mails	Exhibit 11 Trujillo Deposition		
1978	Jamesherand@gmail.com E-mails	Exhibit 12 Trujillo Deposition		
1979	Gshock7@gmail.com E-mails	Exhibit 13 Trujillo Deposition		
1980	May 15, 2008 letter, C. Cook to W. Cook	Exhibit 14 Trujillo Deposition		
1981	Excerpts from trial, Case No. 2008 CA 80000	Exhibit 15 Trujillo Deposition		
1982	Lvntvrl@gmail.com E-mails	Exhibit 16 Trujillo Deposition		
1983	Lewisw@myway.com E-mails	Exhibit 17 Trujillo Deposition		
1984	Seltzm@sfnctc.com E-mails	Exhibit 18 Trujillo Deposition		
1985	Product Training 101	Exhibit 19 Trujillo Deposition		
1986	Practice Makes Perfect	Exhibit 20 Trujillo Deposition		

1987	Natural American Spirit cigarette pack	Exhibit 21 Trujillo Deposition		
1988	Charles Garner-Def Expert Deposition (1/16/20)			
1989	Expert Witness Report	Exhibit 1 Garner Deposition		
1990	Document	Exhibit 2 Garner Deposition		
1991	Document	Exhibit 3 Garner Deposition		
1992	Report	Exhibit 4 Garner Deposition		
1993	Mr. Deloach's Deposition	Exhibit 5 Garner Deposition		
1994	FDA Menthol Report	Exhibit 6 Garner Deposition		
1995	Ban on Menthol-Flavored Tobacco Products	Exhibit 7 Garner Deposition		
1996	Menthol: Putting the Pieces Together, Tobacco Control	Exhibit 8 Garner Deposition		
1997	The Role of Menthol in Cigarettes	Exhibit 9 Garner Deposition		
1998	J. Michael Dennis-Def Expert Deposition (1/16/20)			
1999	Notice of Deposition Duces Tecum: J. Michael Dennis, Ph.D.	Exhibit 1 Dennis Deposition		
2000	Rebuttal Expert Report of J. Michael Dennis, Ph.D. October 21, 2019	Exhibit 2 Dennis Deposition		
2001	Expert Report of Dr. Kent D. Van Liere	Exhibit 3 Dennis Deposition		
2002	Declaration of J. Michael Dennis, Ph.D. in support of Reply in Support of Plaintiff's Motion for Class Certification	Exhibit 4 Dennis Deposition		
2003	Description of Study Procedures for the Marlboro Lights Survey Conducted by Knowledge Networks, Inc.	Exhibit 5 Dennis Deposition		
2004	Expert Report of J. Michael Dennis, Ph.D.	Exhibit 6 Dennis Deposition		
2005	Knowledge Networks California Valuation Survey Questionnaire Main Version June 2020	Exhibit 7 Dennis Deposition		
2006	94 Respondents with 3 Words or Fewer Q1	Exhibit 8 Dennis Deposition		
2007	Choice-Supportive Misremembering:- A New Taxonomy and Review Article	Exhibit 9 Dennis Deposition		
2008	Kent Van Liere-Def Expert Deposition (12/6/19)			
2009	Exhibit No. 1-expert report	Exhibit 1 Liere Deposition		
2010	Jan-Benedict Steenkamp-Def Expert Deposition (1/21/20)			
2011	Steenkamp Report	Exhibit 1 Steenkamp Deposition		
2012	Federal Register	Exhibit 2 Steenkamp Deposition		
2013	David Teece-Def Expert Deposition (1/30/20)			
2014	Notice of deposition	Exhibit 1 Teece Deposition		
2015	Expert Report of David J. Teece August 16, 2019	Exhibit 2 Teece Deposition		
2016	BRG Billing Summary	Exhibit 3 Teece Deposition		
2017	"Joint Defendants' Expert Disclosure For David J. Teece, PhD" dated 2/1/2002	Exhibit 4 Teece Deposition		
2018	"An Economist's Courtroom Bonanza" dated 3/19/2007	Exhibit 5 Teece Deposition		
2019	LECG Corporation 10-K Year Ending 12/31/04	Exhibit 6 Teece Deposition		
2020	Real cigarette ads	Exhibit 7 Teece Deposition		
2021	PowerPoint document beginning with Bates Number 2071692736	Exhibit 8 Teece Deposition		
2022	"Causal Report M19 with NAS Monthly" spreadsheet	Exhibit 9 Teece Deposition		
2023	Figure backup spreadsheet titled "NAS Winston Nat Sherman SOM Indexed and CIV Updated Through December 2019."	Exhibit 10 Teece Deposition		
	<b>BUZZBACK</b>			
2024	Buzzback NAS Ad Eval 1-17 - Ads Optimized for Eye Tracking			BUZZ 00541
2025	Buzzback NAS Ad Eval 1-17 - Ads Used in Study			BUZZ 00547
2026	Buzzback NAS Ad Eval Final Report 1-25-17			BUZZ 00569
2027	Buzzback NAS Ad Eval Final Report 1-27-17			BUZZ 00684
2028	Buzzback NAS Ad Eval 1-17 Raw Data (all raw data) (produced in Excel)			
2029	Buzzback NAS Ad Eval Topline Report 1-12-17			BUZZ 00799
2030	Buzzback NAS Ad Eval 10-14 Final Report			BUZZ 00037
2031	Buzzback NAS Ad Eval 10-14 Key Metrics (produced in Excel)			
2032	Buzzback NAS Ad Eval 10-14 Questionnaire			BUZZ 00021
2033	Buzzback NAS Ad Eval 10-14 Raw Data (produced in Excel) (safety coded)			
2034	Buzzback NAS Ad Eval 10-14 Raw Data (produced in Excel)			
2035	Buzzback NAS Ad Eval 10-14 Topline Eval (produced in Excel)			
2036	Buzzback NAS Ad Eval 10-14 Topline Report			BUZZ 00203
	<b>MARKETSHARE</b>			
2037	Slides of NAS Market Share			
2038	NAS and Winston Marketing Spend	Teece Reliance Material		
2039	NAS Differential Price Charts	Teece Reliance Material		
2040	NAS Wholesale Cigarette Prices Chart	Teece Reliance Material		

2041	NAS, Winston, Nat Sherman SOM, SOM Indexed, and CIV	Teece Reliance Material		
2042	Camel-Marlboro-NAS-Newport ASP 2009-2010 weekly	Teece Reliance Material		
2043	Camel-Marlboro-NAS-Newport ASP 2011-2012 weekly	Teece Reliance Material		
2044	Camel-Marlboro-NAS-Newport ASP 2013-2014	Teece Reliance Material		
2045	Camel-Marlboro-NAS-Newport ASP 2015-2018	Teece Reliance Material		
2046	Camel-Marlboro-NAS-Newport M19 ASP Weekly 2019 Jan-Jun	Teece Reliance Material		
2047	Camel-Marlboro-NAS-Newport weekly 2018 last 13 wks	Teece Reliance Material		
2048	Causal Report M19 with NAS Monthly 2019 Jan-Jun	Teece Reliance Material		
2049	Causal Report with NAS 1994-1997 Monthly (Brand = 22 items)	Teece Reliance Material		
2050	Causal Report with NAS monthly 1998-2015 version 2019-02-12	Teece Reliance Material		
2051	Causal Report with NAS Monthly 2016-2018	Teece Reliance Material		
2052	NAT SHERMAN and WINSTON SOM M19 Monthly 2019 Jan-Jun	Teece Reliance Material		
2053	NAT SHERMAN and WINSTON SOM Marlin 2016-2018 Monthly	Teece Reliance Material		
2054	2017_FTC_Cigarette Report for 2017	Teece Reliance Material		
2055	NAS Marketing Spend (composite from 2008-2018)	Teece Reliance Material		
2056	NAS Report Data	Teece Reliance Material		
2057	NAS Wholesale Price Informatio	Teece Reliance Material		
2058	FTC Report Categories	Teece Reliance Material		
2059	Additional Documents - composite (Teece Reliance)	Teece Reliance Material		
<b>NAS Advertisements</b>				
2060	Composite Exhibit of Ads on SRITA Website			
2061	Composite Exhibit of Ads on http://utilityagency.com/portfolio-1/natural-american-spirit/#sthash.BrWWvf9V.9pBaM97v.dpbs			
2062	Composite Exhibit of Ads included in the 8-24-15 Zeller Ltr. To FDA			
2063	Composite Exhibit of Ads		SF_MDL00000005-SF_MDL01084959	
2064	Composite Exhibit of Ads		SF-MDL00000043-	
2065	Composite Exhibit of Ads		SF_MDL00121123-00121935	
2066	Composite Exhibit of Ads		SF_MDL00178341-8365	
2067	Composite Exhibit of Ads		SF_MDL00271398-00277229	
2068	Composite Exhibit of Ads		SF_MDL00438581-00609238	
2069	Composite Exhibit of Ads		SF_MDL00121936-00122793	
2070	Composite Exhibit of Ads		SF_MDL0016920-00180593	
2071	Composite Exhibit of Ads		SF_MDL00277257-00581946	
2072	Composite Exhibit of Ads		SF_MDL01070229	
2073	Composite Exhibit of Ads		SF_MDL00177841-00186911	
2074	Composite Exhibit of Ads		SF_MDL00261695-SF_MDL01347732	
<b>Prospective Customer Experience Surveys</b>				
2075	Prospective Customer Experience Survey - SF_MDL00128203		SF_MDL00128203	
2076	Prospective Customer Experience Survey SF_MDL00128200		SF_MDL00128200	
2077	Prospective Customer Experience Survey Tabs 1996.04.19 SF_MDL00154019		SF_MDL00154019	
2078	Prospective Customer Experience Survey Tabs 1996.06.10 - SF_MDL00138876		SF_MDL00138876	
2079	Survey Handbook SF_MDL00221202 (12.08.93)		SF_MDL00221202	
2080	Response to FTC 1997 - 541-Page Resp to FTC 00105363 (1997)		SF_MDL00105363	
<b>MISC</b>				
2081	Any and all statements of any Defendant pertaining to any of the issues in this lawsuit.			
2082	Any and all reports prepared by or for the Defendants pertaining to this lawsuit.			
2083	Statements of any witnesses pertaining to any of the issues in this lawsuit.			
2084	All reliance materials relied upon by any Plaintiff's Expert for their deposition in this case.			
2085	All reliance materials relied upon by any Defense Expert for their deposition in this case.			
2086	Any and all charts, reports, and/or reliance materials, documents, etc. prepared by or relied upon by any witness or expert listed by any Defendant in this case.			

2087	Any and all charts, reports and/or reliance materials, documents, etc. prepared by or relied upon by any witness or expert listed by the Plaintiff in this case.			
2088	Interrogatories propounded on the Defendants and their corresponding answers produced thereto.			
2089	Request for Admissions propounded on the Defendants, and answers thereto.			
2090	Requests for Production of documents propounded on the Defendants and Defendants responses, answers, and objections to said request for Production of Documents.			
2091	All documents produced pursuant to any Request for Production in this case.			
2092	All documents produced at trial pursuant to any parties' Notice to Produce at Trial.			
2093	Interrogatories to the Plaintiff and their corresponding answers produced thereto.			
2094	Request for Admissions propounded on the Plaintiff, and answers thereto.			
2095	Answers of Request for Admissions by Defendant(s) in other Engle Progeny cases.			
2096	Request for Production of documents by the Defendants on the Plaintiff, and Plaintiff's responses, answers and objections to said request for Production of Documents.			
2097	Any and all Affidavits filed or produced by the Defendants in this case.			
2098	All pleadings.			
2099	Documents attached to any affidavits filed or produced in this case by the Defendants.			
2100	Any and all Demonstrative exhibits prepared by any expert in this action.			
2101	Any and all Demonstrative exhibits prepared by any witness in this action.			
2102	Any and all Demonstrative exhibits prepared by Plaintiff or Plaintiff's Attorney.			
2103	Any and all Demonstrative exhibits prepared by Defendants or Defendants' Attorneys			
2104	Any and all exhibits listed by Defendants, without waving any objections to the admissibility of such exhibits.			
2105	Such further and additional exhibits as continuing discovery may produce.			
2106	All information and statements contained on Defendants' websites.			
2107	All depositions taken and to be taken by Plaintiff in this case including videotaped depositions, transcript copies, and all attached or marked exhibits.			
2108	All depositions taken and to be taken by Defendants in this case including videotaped depositions, transcript copies, and all attached or marked exhibits.			
2109	Any and all exhibits Attached to any and all Depositions in this Case.			
2110	Any depositions of Records Custodians taken in this case and any materials attached as exhibits to any of the Records Custodian depositions taken in this case.			
2111	Any depositions of Corporate Representatives of the Defendants taken in this case and any materials attached as exhibits to any of the Corporate Representative depositions taken in this case.			
2112	The deposition of anyone listed on Plaintiff's Witness List including copies of any transcript and/or videotape of the deposition and all attached or marked exhibits.			
2113	Plaintiff reserves the right to use electronics as listed in the courtroom for trial for projection of any exhibits listed thereof.			
2114	Plaintiff expressly reserves the right to supplement this list and utilize additional exhibits which are discovered and/or become necessary.			
2115	All advertisements produced in this case.			
2116	Historical print and video tobacco and cigarette advertisements			

2117	Composite Advertisements	PT00498C		
2118	Composite Advertisements	PT00503G		
2119	Composite Advertisements	PTADS		
2120	TIME magazine (Nov 30-Dec 7, 2020)			
2121	Packs of historical NAS Turquoise			
2122	Packs of current NAS Turquoise			
2123	Packs of historical NAS Gold			
2124	Packs of current NAS Gold			
2125	Packs of historical NAS Dark Green			
2126	Packs of current NAS Dark Green			
2127	Packs of historical NAS Green			
2128	Packs of current NAS Green			
2129	Packs of historical NAS Black			
2130	Packs of current NAS Black			
2131	Packs of historical NAS Blue			
2132	Packs of current NAS Blue			
2133	Packs of historical NAS Yellow			
2134	Packs of current NAS Yellow			
2135	Packs of historical NAS Celadon			
2136	Packs of current NAS Celadon			
2137	Packs of historical NAS Orange			
2138	Packs of current NAS Orange			
2139	Packs of historical NAS Dark Blue			
2140	Packs of current NAS Dark Blue			
2141	Packs of historical NAS Tan			
2142	Packs of current NAS Tan			
2143	Packs of historical NAS Gray			
2144	Packs of current NAS Gray			
2145	Packs of historical NAS Brown			
2146	Packs of current NAS Brown			
2147	Packs of historical NAS Maroon			
2148	Packs of current NAS Maroon			
2149	Packs of historical Nat Sherman Natural Cigarettes			
2150	Packs of Select cigarettes			
2151	Packs of Nat's Cigarettes			
2152	Packs of historical NAS Roll-Your-Own Cigarettes			
2153	Packs of current NAS Roll-Your-Own Cigarettes			
2154	Abrams, et al., Harm Minimization and Tobacco Control: Reframing Societal Views of Nicotine Use to Rapidly Save Lives			
2155	Nayak et al (2017)			
2156	Surgeon General Report (2020)			
2157	Cochrane Review			
2158	RJR Bates: 519858916-920			519858916-920
2159	Ad: Tobacco and Water. That's It. (2019 Sports Illustrated ad)		2019	
2160	Consumer Email		2/14/2016	SF_MDL00004826
2161	Consumer Database Profile: Joshua Horne			SFN_MDL001214290-97